



## PRESS RELEASE



# GAME READY: PUMA & MANCHESTER CITY TEAM UP WITH EA SPORTS FC 26 TO LAUNCH SPECIAL-EDITION KIT WITH NFC TECHNOLOGY

**Herzogenaurach, Germany, 15<sup>th</sup> October, 2025** – Global sports company PUMA, EA SPORTS FC and Manchester City have today launched a special-edition football kit and lifestyle collection featuring a custom NFC chip within the iconic Club crest of the jersey, designed to unlock a new level of City passion – both in EA SPORTS FC™ 26 and on the pitch.

The NFC chip allows fans to tap their smartphones on the crest to unlock a bespoke digital experience, where supporters can access exclusive content in EA SPORTS FC™ 26 and additional surprises from Manchester City, PUMA and EA SPORTS FC, transforming the shirt into an interactive gateway.

At the heart of the kit's design lies the triangle, a powerful symbol for the FC brand and its products, and a shape reminiscent of City's style of beautiful football. Represented in a striking green hue that nods to EA SPORTS FC's signature aesthetic, the kit connects the physical and the digital. The dark forest green base features turquoise and metallic triangular graphics, a light green crew neck collar, a metallic PUMA cat and the NFC chip visible at the heart of the

metallic Man City crest. The result is a first-of-its-kind design that celebrates Manchester City's identity while embracing the EA SPORTS FC message: *"The Club is yours, wherever the game takes you."*

"Football is evolving, and so are the ways fans connect with their Club," said *Marco Mueller, PUMA's Senior Director of Product Line Management Performance Apparel*. "This collaboration sets a new standard for innovation in kit design - uniting the physical, the digital, and the emotional. The project began in December 2023, when all three brands joined forces to co-design a kit that with the intention to blur the lines between play in the digital game and the real pitch. The result is a unique product that really pushes the boundaries of kit design."

Manchester City Esports player and *ePremier League 2020/21 winner Shaun 'Shellzz' Springette* commented: "It's amazing to see the worlds of City and EA SPORTS FC come together for such a unique kit collab. As someone who loves football and gaming, the interactive chip is such a cool way to connect with the Club through both passions and it's really exciting that fans will also be able to unlock exclusive in-game rewards. I can't wait to see this shirt in the game and on the pitch!"

"Football shirts have always been symbols of pride and connection and we're proud to bring that spirit into EA SPORTS FC 26 in collaboration with Manchester City and PUMA. Blending tradition with innovation, the new kit comes to life both physically and virtually, giving fans new ways to connect with their Club," said *James Taylor, Director of Football Partnerships at EA SPORTS FC*.

The new Manchester City & EA SPORTS FC kit will also feature in FC 26 from 24<sup>th</sup> October in Kick Off mode, Career mode and Club mode, including the most engaged experience; Football Ultimate Team (FUT) from the 19<sup>th</sup> November to 19<sup>th</sup> January (via grant only).

There will be two exclusive windows for fans to sign up to access the in-game FC 26 rewards via the NFC crest, including receiving the kit in FUT, custom made items in Clubs and exclusive loan City player picks. Users must register via the crest between 15<sup>th</sup> October 2025 and 10<sup>th</sup> November 2025 for the first access window, or between 11<sup>th</sup> November and 10<sup>th</sup> January 2026 for the second access window to redeem the in-game rewards. There will also be a range of competitions and prizes hosted on the NFC crest throughout the season.

The special-edition kit will be worn by the Men's first team in select UEFA Champions League away fixtures, debuting against Villareal on 21<sup>st</sup> October, and by the Women's team in select domestic fixtures throughout the season.

The Manchester City EA SPORTS FC collection will be available from PUMA.com, Manchester City Official Stores and select retailers worldwide from the 15<sup>th</sup> October.

## **MEDIA CONTACT:**

**Luke Haidarovic – Lead Global Marketing Teamsport – [luke.haidarovic@puma.com](mailto:luke.haidarovic@puma.com)**

## **PUMA**

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