



## **PRESS RELEASE**

# **PUMA UNVEILS MAGMAX NITRO™ 2, A SUPER MAXED CUSHIONED RUNNING SHOE**

- **PUMA launches MagMax NITRO™ 2, the second generation of its supermax-cushion running franchise for everyday runners.**
- **Maximum NITROFOAM™ underfoot provides supermax comfort, energy return, and bounce, keeping runners light on their feet from start to finish.**
- **The MagMax NITRO™ 2 will be available to purchase globally from Monday 1 December**

**Herzogenaurach, 24 November 2025**

PUMA's most cushioned running shoe returns with the MagMax NITRO™ 2, launching globally on 1 December 2025. The latest evolution of PUMA's max-cushioned running franchise, is lighter, smoother, and more responsive than ever.

At 15g lighter than the first iteration that launched in August 2024, the MagMax NITRO™ 2 delivers a springier, more energized feel underfoot while maintaining the responsive ride runners rely on. A slightly updated NITROFOAM™ midsole enhances cushioning and rebound while preserving the consistent performance that made the original MagMax a favorite among runners.

With maximum NITROFOAM™ cushioning, the shoe provides unmatched bounce and comfort with every step. A premium mesh upper, plush collar, and knitted tongue ensure breathability and a secure fit, keeping runners supported and light on their feet mile after mile.

"With MagMax NITRO™ 2, our focus was on enhancing what runners already loved - cushioning and energy — while making the shoe lighter and more responsive. We wanted every step to feel energized so whether someone is out for a quick daily run or covering longer miles, the shoe delivers comfort and performance from start to finish," said Conor Cashin, Senior Footwear Product Line Manager at PUMA.

Engineered for neutral, everyday runners, MagMax 2 integrates seamlessly into any shoe rotation. Supermax cushioning meets everyday usability, making it accessible for all runners, no matter the distance or pace.

PUMA MagMax NITRO™ 2 will be available to purchase on PUMA.com, in PUMA flagship stores and in select retailers across North America, Europe, Latin America, Asia and Australia from Monday 1 December.

**MagMax 2 – Let's Bounce.**

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## **PUMA**

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PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For 77 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA is committed to redefining sport and self-expression, empowering athletes and consumers to perform at their best while staying true to who they are. With a focus on innovation, authenticity, and joy, PUMA continues to push the boundaries of performance and sports-style. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.