



PRODUCT BRIEF



THE PURSUIT PACK. BIG GAME BOOTS FOR BIG GAME BALLERS

Herzogenaurach, Germany - March 30th, 2023 - Global sports company PUMA has today launched the Pursuit Pack featuring the latest FUTURE and ULTRA in fresh new colorways. Think big game boots for big game ballers that help you stand out when others back down.

The Pursuit Pack is made for the final stretch of the season, when every play can make the difference between first and second, glory and defeat. The latest PUMA silhouettes and football tech are paired with vibrant new looks so you can push through anything, and blaze past everyone on your way to the top of the table, to be worn by Jack Grealish, Kingsley Coman, Fridolina Rolfö, Ariadna Garcia, Julia Grosso and more.

Made for the ultimate playmakers, the FUTURE combines an innovative FUZIONFIT360 dual mesh upper with exclusive PWRTAPE technology for a next-level adaptive fit - with or without laces. This means you can focus on the important things - like driving the opposition crazy throughout the 90 minutes - as the Dynamic Motion System enables explosive changes of direction.

When you lace up in ULTRA, you're too fast for them with the help of an ultra-lightweight

ULTRAWEAVE upper for maximum speed, PWRPRINT support, and a dual-density SPEEDPLATE outsole for next-level traction and propulsion. After all, when it comes to football and speed, more is more, and too much is just right.

As a step toward a better future, the upper of the FUTURE and ULTRA is made with at least 20% recycled materials.

Chase Glory with the Pursuit Pack available on pre-sale from March 30th at PUMA.com and specialist retailers and available on global release from April 6th.

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PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 70 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. 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 more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany.
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