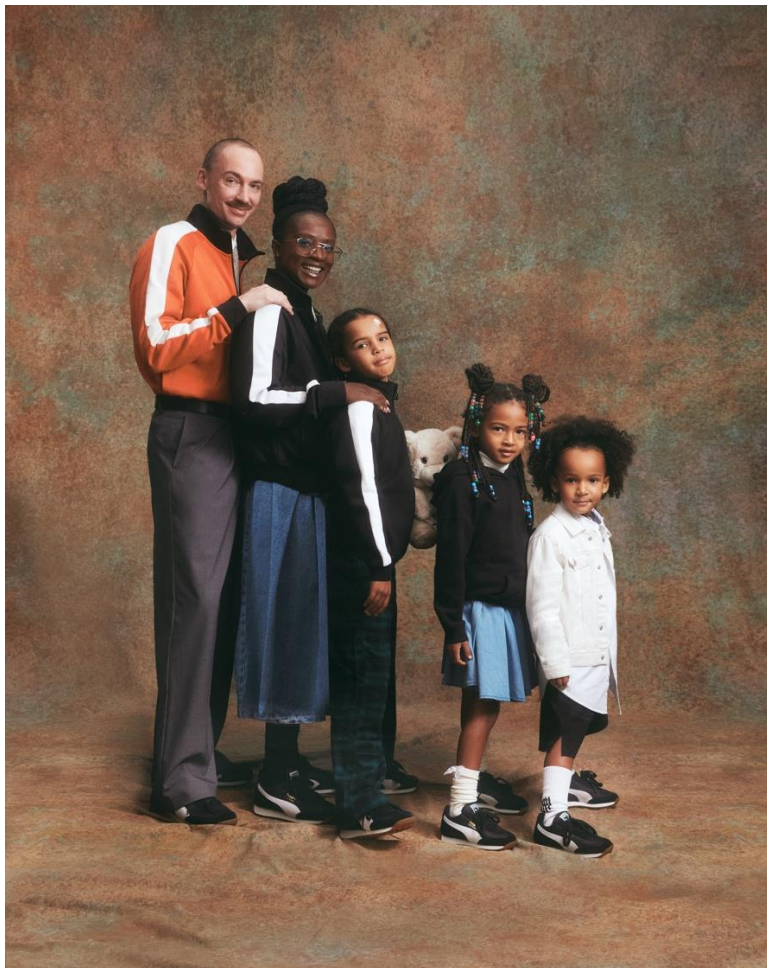




PRESS RELEASE

THE 2024 PUMA EASY RIDER RUNS IN THE FAMILY



Herzogenaurach, March 21, 2024 – The PUMA Easy Rider is back.

Introduced almost a half-century ago in 1977, the Easy Rider now makes a wider return for 2024. A game-changing design that revolutionized the jogging craze of the 1970s, the Easy Rider was later adopted by football casuals, becoming a staple of terrace culture.

One of the first outdoor-specific soles in the sports footwear market, the Easy Rider's federbein (shock absorption) outsole is built with conical-shaped studs that dampen impact. Part of the shoe's design DNA, this studded sole unit is the Easy Rider's most

visually distinct feature. The new Easy Rider's wedge-shaped profile, heel counter, and superlight padded nylon upper pay homage to the original.

The comeback of the retro runner establishes a generational link through design, which is reflected in Easy Rider's latest campaign that commemorates the importance of family ties.

Previously, PUMA unveiled two premium, limited-edition colorways of the Easy Rider. Now, the silhouette returns in two new classic, '70s-inspired color schemes, in full-size runs for the whole family.

The PUMA Easy Rider is available in "Black" and "Yellow" colorways starting March 23, 2024, from [PUMA.com](https://puma.com), PUMA flagship stores, and selected PUMA retailers.

Editor Notes

As jogging started picking up pace, eventually becoming a global phenomenon, PUMA introduced the Easy Rider. The athletic silhouette came with one of the first outdoor-specific soles in the sports footwear market and was developed by Armin Dassler, son of PUMA founder Rudolf Dassler. When it officially hit shelves in 1979, the Easy Rider was rolled out in Germany and across Europe. Later, PUMA took the jogging design and introduced an updated version of the Easy Rider for the American market.

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PUMA

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