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PRESS RELEASE



THE BEATING HEART OF DORTMUND: PUMA AND BORUSSIA DORTMUND UNVEIL FAN-DESIGNED AWAY KIT FOR THE 2023/24 SEASON

Herzogenaurach, Germany, August 25th, 2023 — In a celebration of 'Echte Liebe,' meaning 'true love', PUMA and Borussia Dortmund (BVB) have come together to launch a fan-designed Away kit for the 2023/24 season.

With over 15,000 design submissions flooding in for this season's Home kit, PUMA and BVB have taken the decision to once again honor the fans' creativity and passion by featuring a fan-designed kit for the Away kit.

The all-over grey print pattern on the black jersey encapsulates an aerial view of the historic Borsigplatz square, where BVB was founded in 1909. It's a design that not only pays homage to the birthplace of the club but also embodies the heartbeat of Dortmund's footballing heritage.

The final touches to the jersey are a classic black round collar with yellow sleeve cuffs and trims to honor the black and yellow heritage.

Marco Mueller, PUMA Senior Head of Product Line Management Teamsport Apparel, expressed his excitement, stating, "We were overwhelmed with the number of submissions from fans that we just had to bring this initiative back for the Away kit. The design selected is a profound tribute to Borsigplatz and serves as a constant reminder of Dortmund's rich footballing legacy."

"We received so many fantastic kit designs from our fans. One in particular really stood out and got the jury excited. We felt this black design was a natural pick to inspire our Away jersey and we are very happy with the final result," *Carsten Cramer, Borussia Dortmund Managing Director* explained.

The new Authentic jersey features cutting-edge technology to provide optimal performance and comfort on the pitch. Engineered with ULTRAWEAVE fabric, the kit boasts a structured, 4-way stretch design that reduces weight and friction, allowing players to move freely and comfortably. The dryCELL technology integrated into the fabric is designed to keep your body free from sweat.

The Replica version is similarly equipped with dryCELL sweat-wicking technology to keep you dry and comfortable throughout the 90 minutes and beyond – no matter the time, pitch, or place. Both jerseys are made with 100% recycled materials, excluding the trims and decorations as a step toward a better future.

To celebrate the launch of the new Away kit, PUMA and BVB partnered with the local social project Nordstadtliga Dortmund to host a special street football tournament in the middle of the city close to Borsigplatz. The event culminated with the reveal of the Away kit in the final game of the tournament.

Nordstadtliga Dortmund is a special social project based in Nordstadt – one of the closest historically associated districts to BVB in Dortmund. Just two kilometers away from the birthplace of the black and yellow club, Borsigplatz is the venue of the street soccer league and is a special project that helps young people from all ethnic, religious, and cultural backgrounds integrate into sport. Since 2020, the Nordstadtliga has also been a flagship project of BVB's 'leuchte auf' foundation.

Additionally, to the launch of the new BVB Away kit, custom Octane and Fennec decals based on the new BVB Away kit design, PUMA themed wheels and a PUMA player banner will be available in the popular sports action game Rocket League from August 24th through to September 5th.

Showcase the passion of BVB's fans with the new 2023/24 BVB Away kit available from August 25th at PUMA stores, PUMA.com, the BVB store at SIGNAL IDUNA PARK, bvbonlineshop.com and at select retailers worldwide.

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