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PRESS RELEASE

PUMA UNVEILS VELOCITY NITRO™ 4, ENCOURAGING YOU TO EXPERIENCE THE WAY RUNNING SHOULD FEEL

- **PUMA delivers its latest upgrade in everyday running footwear, Velocity NITRO™ 4.**
- **The most versatile Velocity yet, offering a combination of comfort and responsiveness for runners of all abilities.**
- **The Velocity NITRO™ 4 will be available to purchase globally from Thursday 17 July.**

Herzogenaurach, 8 July 2025

PUMA has today revealed the Velocity NITRO™ 4, the latest instalment in its much-acclaimed Velocity series.

The most versatile of PUMA's running line-up, Velocity NITRO™ 4 is built for all runners - regardless of time and distance - and designed for you to experience the way running should feel.

Comfortable at multiple paces, Velocity NITRO™ 4 delivers when you need it most; from tempo sessions to recovery days and everything in between, allowing you to unleash your inner athlete.

Building on the success of its predecessor, the Velocity NITRO™ 4 introduces significant upgrades including a full-length NITROFOAM™ midsole for lightweight cushioning and maximum energy return. A reengineered upper allows for a more breathable and adaptive fit, and the PUMAGRIP outsole continues to be a market leader, offering superior multi-surface traction.

At 14g lighter than the Velocity NITRO™ 3, the fourth iteration feels more dynamic and agile, whilst still offering runners enough responsiveness to hit the road, confident of achieving the runners' high.

Conor Cashin, Senior Product Line Manager at PUMA said: “I like to call Velocity NITRO™ 4 your perfect training partner. We upgraded Velocity to have a full NITROFOAM™ midsole, making it the most responsive trainer in its class. With all that NITROFOAM™ and its dynamic design, Velocity makes your miles way more fun. No matter the distance or pace, Velocity NITRO™ 4 is the way running should feel.”

From novice runners to experienced pros, Velocity NITRO™ 4 gives you the tools to take your running journey to new heights, embracing what it means to GO WILD.

PUMA Velocity NITRO™ 4 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 Thursday 17 July.

Velocity NITRO™ 4 Specifications:

- Price: \$140 (USD)
- Weight: 250g
- Stack Height: 26mm/36mm
- Drop: 10mm
- Product Lifespan: 800km/500mi

Image download: [FASTCat Link](#)

For more information, please visit: www.puma.com

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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 75 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 about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.