



**FOREVER.  
FASTER.**

PRESS RELEASE

## **PUMA UNVEILS THE RULE BREAKING FAST RB NITRO™ ELITE**

- **PUMA is redefining innovation with rule-breaking technology, designed to be bold and unapologetically fast**
- **Fast RB NITRO™ Elite features three PWRPLATE's and a 58mm stack height for powerful propulsion, maximum bounce and speed**
- **Fast RB NITRO™ Elite launches globally on 28 August, 2024 with only 1,000 pairs available worldwide**

**Herzogenaurach, August 27, 2024** -On its mission to rewrite the rules of speed, PUMA is defying all limits with the unveiling of the highly anticipated Fast RB NITRO™ Elite.

Featuring rule-breaking (RB) innovation, cutting-edge technology, and radical design features, Fast RB NITRO™ Elite is challenging the running footwear category like we've never seen before.

With an unapologetically, unconventional aesthetic, Fast RB NITRO™ Elite is packed with a mind-blowing 58mm of NITROFOAM™ Elite – PUMA's most advanced foam technology. And at 18mm above regulations, it offers a cheat code of cushion and responsiveness that releases a confidence in runners they're yet to experience.

Locked between the layers of NITROFOAM™ Elite is not one, but three PWRPLATE's that are strategically placed for powerful propulsion, driving you forward in that pursuit of a personal best.

A unique, laceless mesh upper is reinforced with PUMA PWRTAPE, and the industry-leading PUMAGRIP provides multi-surface traction in even the most challenging conditions.

Romain Girard, Head of Innovation Design at PUMA said: "Our elite race day running shoes are often confided to work within the rules, but with Fast RB NITRO™ Elite, we asked the question: *what if we pushed running technology as far as we can?* This is not just a running shoe; it's a statement. Proof of our intent to not only be the fastest brand in the world, but the most innovative."

Fast RB NITRO™ Elite enhances an already exceptional line-up of running shoes that includes the Deviate NITRO™ Elite 3 and Fast R NITRO™ Elite 2 – the latter of which took design and technology inspiration from the Fast RB NITRO™ Elite.

Fast RB NITRO™ Elite is available in two colorways, including the futuristic Psychedelic Rush. The eye-catching hue is complemented by outlines of silver and a black PUMA formstrip to make runners feel their best as they step into their fastest stride.

The Black-Sun Stream colorway combines a sleek, black upper with a vibrant fireglow sole, providing runners with a higher contrast aesthetic.

Fast RB NITRO™ Elite will launch on 28 August 2024, with only 1,000 pairs available.

The shoe will be available to purchase on PUMA.com, in select PUMA stores and in select retailers across the USA, UK, Central Europe, Nordics, Thailand, Japan, China, and Australia.

For more information, please visit: [www.puma.com](http://www.puma.com)

Media Contact: [Stefan.Popovic@Puma.com](mailto:Stefan.Popovic@Puma.com)

## 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 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.