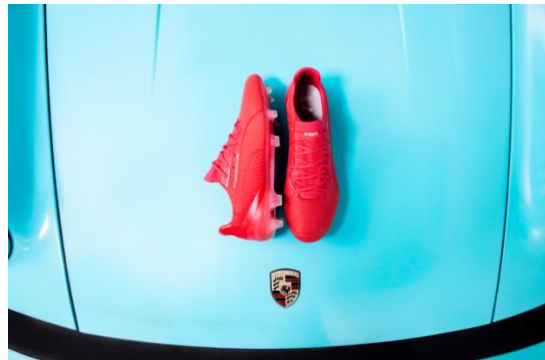




PRODUCT BRIEF

Dissemination Date: February 11th, 2021



TWO ICONS OF FAST UNITE FOR THE LIMITED-EDITION PUMA KING PLATINUM 911 LEGACY

Herzogenaurach, Germany – February 11, 2021 - Sports company PUMA has today launched a new spin on the classic PUMA KING. Introducing the PUMA KING Platinum 911 Legacy football boot. A partnership inspired by two celebrated designs; the Porsche 911 first launched in 1964 and the PUMA KING dating from 1968. The icons of fast are back at it again.

The KING Platinum 911 Legacy pays tribute to the iconic sports car with 911 pairs in a striking Poppy Red colorway. The new, limited-edition, highly engineered boot has the latest in performance technology. The super-soft K-Leather upper is enhanced with 3D touch texture and PUMA exclusive Lazertouch technology for refined touch and feel on the ball.

The fit is enhanced with a snug knitted tongue and the ultra-modern slim silhouette combined with the super lightweight 'RAPIDSPRINT' outsole make the PUMA KING Platinum 911 Legacy the fastest and lightest PUMA KING ever.

The PUMA KING Platinum 911 Legacy is available from February 11th at PUMA.com and at leading football retailers worldwide.

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ISD: February 11, 2021, 9:00am CET

IMAGERY

[PUMA KING Platinum 911 Legacy](#)

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Media Contact:

Luke Haidarovic – Senior Manager PR Teamsports – luke.haidarovic@puma.com

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. <https://about.puma.com/>