

PRESS RELEASE



ATHLETE CERTIFIED STRENGTH: PUMA'S ALL-NEW FUSE TRAINER

Herzogenaurach, Germany; January 7, 2021 – With the fittest athletes in mind, global sports brand PUMA has completely reconfigured the industry's basic cross-training shoe, the result is the all-new FUSE strength trainer. Renovated with equal parts function and finesse, designed to reconstruct your muscles and mentality, worn by seven-time Formula 1 World Champion Lewis Hamilton.

FUSE was built in partnership with PUMA's athletes, a community that has shared their training insights to engineer a shoe made to withstand the toughest workouts. With a 4mm drop and a wide toe box, the FUSE gives you a stable stance while the internal midsole provides shock absorption. To kick it up a notch, durable PUMAGRIP provides all-purpose traction while a TPU heel clip offers a boost of support. It's a shoe that doesn't shy away from any workout. It shows off.

Key details:

- **GRIP:** PUMAGRIP rubber for maximum traction and durability during training movements.
- **SUPPORT:** TPU heel clip for support where you need it most.
- **STABILITY:** Low and wide with an internal midsole for a stable stance.

Prepare to challenge yourself in 2021 and make sure you have the right tools to do it, the all-new FUSE has been tried and tested by PUMA's athletes, including Formula 1 World Champion Lewis Hamilton.

FUSE will be available globally starting January 7th on PUMA.com, PUMA Stores, and selected stores for a retail price of \$XX.

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PUMA

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