

PRESS RELEASE



WELCOME TO FASTER FOOTBALL: PUMA LAUNCHES NEW ERA WITH THE ULTRA 1.3 FEATURING A UNISEX AND A WOMEN-SPECIFIC FIT

See Them Later With The Next Generation ULTRA 1.3

Herzogenaurach, Germany – July 15, 2020 – Sports company PUMA has today invited the world to join the Faster Football movement with the unveiling of the next generation ULTRA 1.3. For the first time, PUMA will offer both a Unisex and Women-specific fit for its trailblazing new speed boot. The launch marks a huge step for PUMA and the football world as PUMA shows its commitment to pushing the game forward and further supporting Women's football.

Faster Football is a movement. A movement to do things different and embrace change. The aim is to speed up the game with innovative products, hero PUMA's leaders, support young players and break down barriers.

"Faster Football is about driving positive change in football, faster. The new ULTRA is a huge leap forward and is filled with an abundance of innovative new technology. By offering a Unisex and Women-specific fit for the ULTRA, we want to cater to all our athletes," said *Matthias Bäumer, General Manager BU Teamsport*. "We will continue to offer a Women-specific fit, along with our Unisex fit, giving our athletes the tools to perform at their highest level. We understand the needs are different when it comes to fit for male and female athletes therefore, we want to take progressive action to satisfy these differences."

The ULTRA 1.3 has been crafted to See Them Later, designed to light up the game with explosive straight-line speed. To be worn by some of the world's best players, including Antoine Griezmann, Kingsley Coman, Sergio Agüero, Nikita Parris and Eugénie Le Sommer, the ULTRA 1.3 is engineered to deliver the game's fastest football boot.

Both ULTRA editions feature a re-engineered lightweight MATRYXEVO woven upper featuring technical Carbon yarns and transparent Mono yarns. The new upper combines with a brand new

SPEEDCAGE to create multilayered support for rapid movement. The upper features cut-out transparent windows in the mid foot to further reduce weight making the ULTRA 1.3 even lighter than the ULTRA 1.2.

Additional upgrades to the ULTRA include a GripControl Pro skin that now coats the entire upper – providing a texture for decisive command over the ball. The ULTRA Unisex features an ultra-fast lightweight PEBA SpeedUnit outsole infused with running spike DNA for lightning-fast acceleration and the Women-specific ULTRA features a customized PEBA soleplate with conical studs.

With a mission to drive the game forward, PUMA has developed the new ULTRA 1.3 with two bespoke performance fits that tailor to different foot shapes based on research, data and player feedback.

Research into the anatomy of the male and female foot, combined with cross comparison fit testing, formed the basis to develop our Women-specific ULTRA said *Lilly Cocks, Senior Developer Teamsport Footwear*. The Women's-edition features a regular to narrow silhouette shape, a lower instep, reduced midfoot volume and conical studs. By removing more volume from the upper we have created a boot that is more tailored to the anatomical shape of the female foot."

See Them Later with the PUMA ULTRA 1.3 Unisex and Women's football boot, launching as part of the Faster Football pack. The Women's edition is available on pre-sale from July 15th with the Unisex edition available from July 16th at PUMA.com and specialist football accounts. The global in-store date for both editions is July 22nd in PUMA stores and at leading football retailers worldwide.

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PRE-SALE:

ULTRA 1.3 Women-Specific: **July 15th, 2021, 9:00am CEST**

ULTRA 1.3 Unisex: **July 16th, 2021, 9:00am CEST**

GLOBAL ISD:

ULTRA 1.3 Women-Specific: **July 22nd, 2021, 9:00am CEST**

ULTRA 1.3 Unisex: **July 22nd, 2021, 9:00am CEST**

IMAGES:

[ULTRA 1.3 Women-Specific Player Images](#)

[ULTRA 1.3 Women-Specific Product Images](#)

[ULTRA 1.3 Unisex Male Player Images](#)

[ULTRA 1.3 Unisex Male Product Images](#)

[ULTRA 1.3 Player Combo Images](#)

[ULTRA 1.3 Unisex, Women-Specific & Combo Key Visuals](#)

[ULTRA 1.3 Unisex Product Sketch](#)

[ULTRA 1.3 Women-Specific Product Sketch](#)

VIDEO CONTENT:

[ULTRA 1.3 Launch Video](#)

ULTRA 1.3 YouTube Link - <https://www.youtube.com/watch?v=s8gRR-nwkhU>

ULTRA 1.3 Embed Link - <iframe width="560" height="315" src="https://www.youtube.com/embed/s8gRR-nwkhU" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>

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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 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/>