



## PRESS RELEASE

### NEYMAR JR. STEPS INTO SUMMER WITH THE PUMA WILD RIDER

**Herzogenaurach, Germany, July 15<sup>th</sup>, 2021** — Global sports brand PUMA has released the **Wild Rider** in a new, summer-ready color combination, which is worn by Neymar Jr. and is made for city life on the go.

This **Wild Rider** brings a whole new dimension to the latest addition of PUMA's Rider family, with fresh layers of material for a raw, edgy look and futuristic circles at the midsole. Neymar Jr. wears the latest **Wild Rider** in the new mono-red colorway that adds a summer-inspired pop of color to any outfit.

The shoe's design is inspired by the movement and motion of city life – always going forward, further, faster, and beyond. It features a nylon upper with suede overlays and a leather formstrip, along with TPU details on eyelet and heel and the signature Rider foam.

The latest Wild Rider drops on PUMA.com, PUMA stores and select retailers on July 21<sup>st</sup>.

#### Media Contact:

Alberto Turincio, Sportstyle PR Global – [alberto.turincio@puma.com](mailto:alberto.turincio@puma.com)

Liz Smith, Sportstyle PR Global – [liz.smith@puma.com](mailto:liz.smith@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. [www.about.puma.com](http://www.about.puma.com)