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## **PRESS RELEASE**



# **NEVER NOT MOVING: PUMA & MANCHESTER CITY LAUNCH THE 24/25 THIRD KIT IN NEW YORK CITY**

**Herzogenaurach, Germany, 26<sup>th</sup> July, 2024** — Global sports company PUMA and Manchester City have today revealed the brand-new Third kit for the 24/25 season. Revealed to fans yesterday in New York City, the classic burgundy kit with metallic gold trims represents constant movement, on and off the pitch, encapsulating the spirit of a Club that's always evolving and pushing forward.

City's journey is one of perpetual motion, and the new 24/25 Third kit pays homage to this dynamic legacy. The ship from the Manchester City crest, a symbol of the Club's rich history, is transformed into an all-over tonal graphic representing the past, present, and future of a Club that's never not moving.

*Marco Mueller, PUMA's Senior Head of Product Line Management Teamsport Apparel, said:*  
"The 24/25 Third kit is a tribute to Manchester City's enduring spirit and forward momentum."

Our goal was to create a jersey that captures the essence of a Club that's always moving forward, both on and off the pitch. This stunning kit embodies the relentless drive and ambition that defines Manchester City and its supporters. We're proud to support City's journey with a kit that combines innovative design with sustainable practices."

The new Third kit was launched during Manchester City men's first team pre-season tour of the USA at an exciting 'Block Party' event on 49<sup>th</sup> Street and 5<sup>th</sup> Avenue in New York City. In collaboration with PUMA Hoops, the event took place on a custom-built court where special guests including Jack Grealish, Pep Guardiola, Erling Haaland and Oscar Bobb enjoyed a basketball dunk show and other activities with 2x NBA Dunk Champion Mac McClung and other surprise guests. To celebrate the merging of cultures, PUMA and Manchester City also created bespoke Manchester City basketball jerseys in the Home and Away colours that were unveiled at the event.

*Nuria Tarre, Chief Marketing and Fan Experience Officer*, said: "We're delighted to reveal the 24/25 Third Kit with our partner PUMA today. Being able to also exclusively launch the kit in New York City, with our 'Block Party' activation, alongside our manager, Pep Guardiola and players is hugely exciting for the Club and part of our ongoing strategy to provide authentic City experiences to our global fanbase."

"We work closely with PUMA to design kits that take inspiration from our fans and history, integrating key elements of our brand in a modern and elegant way. We hope fans enjoy the release today."

On the 27<sup>th</sup> July, Manchester City will play fellow PUMA Club AC Milan at Yankee Stadium, with both Clubs investing in the local New York City community during the tour.

In collaboration with PUMA, both Clubs will host a joint community football session at Sofive Meadowlands as part of a '**City and Milan for Change**' initiative. The project aims to give back and inspire the next generation of young footballers in the New York area, harnessing the unifying power of football to uplift communities around the world. As an Official Partner of both City and AC Milan, PUMA supported the community event by donating Manchester City and AC Milan kits and footwear to the children taking part.

In addition to the community session, both Clubs will take part in a special moment for change as part of the pre-season fixture on Saturday.

The 24/25 Third kit will be available in both Authentic and Replica versions. The Authentic jersey, worn by the likes of Jack Grealish, Jess Park and Manuel Akanji is crafted with PUMA's ULTRAWEAVE fabric, designed to reduce weight and friction, ensuring elite-level performance. The Replica jersey offers the same distinctive look with a more casual fit, ideal for both match days and everyday wear. Both versions incorporate PUMA's dryCELL sweat-wicking technology to keep fans and players dry and comfortable.

Reflecting PUMA's commitment to sustainability, the Replica jerseys are made using the RE:FIBRE initiative, utilizing recycled textile waste to create new materials without compromising quality. This initiative represents a significant step towards a more circular and sustainable production process for football jerseys.

The Manchester City Third kit is available from PUMA stores, PUMA.com, mancity.com/shop, and select retailers worldwide from the 26<sup>th</sup> July.

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#### **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 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.