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PRESS RELEASE

PUMA REVEALS FEDERATION KITS FOR AN UNMISSABLE YEAR OF SPORT



Herzogenaurach, April 10th, 2024 – Global sports brand, PUMA, has revealed the 17 Federation kits that will be worn by athletes at this summer's Olympic Games.

The reveal is part of a historic year of sport for PUMA, during which they've already debuted new Jamaican kits at the iconic Boys & Girls Championships in Kingston, Jamaica, as well as unveiling their first brand campaign in over a decade.

The innovative kits will be worn by athletes representing Bahamas, Barbados, Botswana, Brazil, British Virgin Islands, Cuba, Grenada, Jamaica, New Zealand, Norway, Portugal, Qatar, Saint Lucia, Sweden, Switzerland, Trinidad & Tobago and Ukraine.

Rooted in elite performance, the new apparel has been designed to evoke speed, with cut lines strategically placed to accentuate the physique of the athletes. A specially engineered jacquard fabric is ergonomically shaped to contour the back muscles for heat reduction and breathability, with thermoregulation technology optimising body temperature to enable peak performance. The expanded range caters for various body types and will be offered to athletes across sprints, distance, jumps and throws.

Maria Valdes, Chief Product Officer at PUMA said: *"Our best-in-class products are a collaborative effort between us and the athletes. When we started developing these kits three years ago, our incentive was to ensure they sat at the intersection of design, culture and innovation. It's these innovations that enable us to see the game differently. We are a team of game changers with speed in our hearts, and these kits are a symbol of pride for the entire PUMA family; we hope that they become a symbol of pride for people across the globe this summer and long into the future."*

Since Rudolf Dassler founded the company in 1948, PUMA has always harnessed the power of speed to be the fastest brand on the planet. For more than 75 years, PUMA has worked with the fastest athletes, clubs and federations, striving to achieve sporting excellence and create moments that live long in the memories of fans across the globe.

Karsten Warholm, the reigning mens 400m hurdle Olympic Champion and World Record holder added: *"Since a young age, I remember loving the thrill of going fast. Speed was a necessity for me and I channeled that into running – a space where PUMA has supported me immeasurably for five years. Working with the PUMA team to develop products is always an incredibly joyful experience and it's exciting to see the final product; the Olympic kits exceed all expectations. I value that PUMA takes the time to understand athlete needs, and that sense of collaboration is evident here. My relationship with PUMA continues to go from strength to strength and I cannot wait to go to Paris and put on a show for the world."*

Reigning women's high jump World Champion Yaroslava Mahuchikh commented: *"This summer will be incredibly emotional for me and my teammates, and we know that when we pull on the yellow and blue of Ukraine, we have the opportunity to inspire an entire population. We want to go to Paris and reinforce the true power of sport to unite and create change."*

The unveiling of the kits follows the announcement that PUMA are launching their first brand campaign in over 10 years. The campaign articulates PUMA's unique relationship with speed and brings to life how the entire PUMA Fam – from athletes to consumers – see the game differently.

Coming to life in a unique piece of content, the campaign features global superstars across multiple sports including Neymar Jr, Breanna Stewart, Karsten Warholm, Christian Pulisic, Jack Grealish, Shericka Jackson, Mondo Duplantis, Felix Streng, Yaroslava Mahuchikh and many others.

To find out more about PUMA and the year of sport follow @PUMA and @PumaRunning on Instagram.

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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 75 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 about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.