



## PRESS RELEASE



### **PLAY WILD AND UNLEASH YOUR INNER ANIMAL WITH THE FUTURE Z 1.3 INSTINCT EDITION**

**Herzogenaurach, Germany, March 17, 2022** – PUMA has today launched the animalistic FUTURE Z 1.3 Instinct edition, packed full of innovation and technology. The next generation FUTURE has evolved from its predecessor with a unique new look inspired by the game's ultimate entertainer – Neymar Jr.

The FUTURE Z is engineered for ultimate agility. The new technologically advanced boot will activate your football instincts to let you prey on the opposition with all the confidence of a big cat, taking your game to wild new levels.

The cutting-edge FUZIONFIT+ technology has received a second-generation upgrade. The specially crafted knitted material now extends from the midfoot to the collar opening to provide optimal lock-in and a supportive fit allowing you to play with or without laces.

The adaptive support adjusts to the shape of your feet, as the compression technology perfectly adjusts to the contours of each foot. Paired with a lightweight Nano Grip sockliner insole, the technology minimizes foot slippage inside the boot, allowing you to maintain power transfer for explosive multi-directional movements.

The FUZIONFIT+ knit utilizes a specific mix of polyester and spandex yarns, with special technical yarns to create the perfect balance of compression, comfort and durability for that second-skin feeling.

The FUTURE Z 1.3 features the all-new Advanced Creator Zones that are engineered to enhance ball grip and provide softness in the forefoot, which is key for optimal control and touch when dribbling, passing and finishing. The mesh material in the forefront provides a thinner layer between foot and ball for added touch sensitivity. The mesh pattern on the medial side provides ultimate softness while the 3D print on the lateral side enables closer ball control.

The Advanced Creator Zone patterns allow you to play without constraint, through a mix of grippy textures that help you to manipulate the ball.

A feature retained from the previous model is the Dynamic Motion System outsole designed for optimal traction. The super lightweight PEBA tooling system, with its eye-catching Z-shaped soleplate reduces weight and provides a solid base to generate devastating accelerations, movements and skills in all directions.

“The most eye-catching feature of the new boot is the evolution of the FUZIONFIT+,” said Florian Nemetz, Senior Product Line Manager Teamsport Footwear. “The FUZIONFIT+ compression technology has become very popular amongst our players because the adaptive fit provides the optimal lock-down feeling in the boots. Player and consumer feedback has helped us to evolve the technology and to enhance the player’s ability to perform a wide range of multi-directional movements. New this year, we have developed Advanced Creator Zones to provide increased grip and softness in the forefoot, which was another key insight from our players. This provides greater control and touch benefits essential for dynamic players.”

“The team have really taken things to the next level with the new FUTURE Z,” said Neymar Jr. “The FUZIONFIT+ now extends to the top of the foot and the compression is perfectly balanced allowing me to feel comfortable and move freely. The boot feels like an extension of my foot allowing me to play without restrictions. This is key to the way I play.”

The FUTURE Z 1.3 Instinct edition will be worn by Neymar Jr., Dzsenerfer Marozsán, James Maddison, Luis Suárez and Eugénie Le Sommer.

The PUMA FUTURE Z 1.3 Instinct edition and the blackout FUTURE Z 1.3 Eclipse edition are available from March 17<sup>th</sup> at PUMA.com, PUMA stores, specialist football accounts and at leading football retailers worldwide.

**Media Contact:**

Luke Haidarovic – Senior Manager PR Teamsports – [luke.haidarovic@puma.com](mailto:luke.haidarovic@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. <https://about.puma.com/>