



PRODUCT BRIEF



THE PUMA KING PURSUIT. BIG GAME BOOTS FOR BIG GAME BALLERS

Herzogenaurach, Germany – April 27th, 2023 – Sports company PUMA has today launched the PUMA KING Pursuit. Think big game boots for big game ballers.

Stand out when others back down. The new KING football boots are made for the final stretch of the season, when every play can make the difference between first and second, glory and defeat. The latest PUMA KING and football tech are paired with a bold new colorway, so you can push through anything and blaze past everyone on your way to the top of the table.

The PUMA KING Pursuit edition features PUMA exclusive K-BETTER™, a completely new, non-animal based upper material for ultimate touch and control benefits because control is king. The innovative new upper also contains at least 20% recycled material as a step toward a better future.

K-BETTER™ has proven to outperform the previous KING K-Leather in testing for touch, comfort, and durability. PUMA is so convinced by the performance characteristics of K-BETTER™ that it will stop producing football boots with kangaroo leather altogether this year.

Apart from the redesigned upper, The KING also features a new lightweight outsole with an external heel counter, KING stability spine and conical studs, so you have as much control over your movements as you do over the ball. The KING includes a lightweight removable sockliner with NanoGrip technology to keep the foot locked in place to minimize any loss of power when changing direction.

Chase glory with the PUMA KING Pursuit edition available from April 27th at PUMA.com, PUMA stores and specialist football retailers worldwide.

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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. <https://about.puma.com/>