



PRODUCT BRIEF



DIFFERENT FROM DAY ONE. INTRODUCING THE NEW PUMA BORUSSIA DORTMUND HOME JERSEY

Herzogenaurach, Germany, May 13th, 2022 — Global sports company PUMA has today unveiled the new Borussia Dortmund Home jersey for the 2022/23 season. The traditional black and yellow jersey evokes memories of BVB's beginnings, featuring a special graphic representing the windows of the Wildschütz inn, building a bridge to BVB's founding history.

Founded on December 19, 1909, it was clear BVB was different from other clubs. 18 youngsters came together to start the Ballspielverein Borussia in the "Zum Wildschütz" inn on Borsigplatz. This legendary birthplace serves as the inspiration for this season's Home jersey.

The "Borussia Verbindet" lettering can be seen on the neck of the black and yellow jersey, a reminder that all odds can be overcome if you stick together. Then as now, Borussia unites people through generations as one unified club.

The new jersey arrives in two iterations. The ULTRAWEAVE performance fabric and dryCELL sweat-wicking technology makes the jersey the lightest and most comfortable PUMA has ever made. The Replica version is made with 100% recycled polyester with dryCELL sweat-wicking technology to keep you dry and comfortable throughout the 90 minutes and beyond – no matter the time, pitch, or place.

The new Home jersey will debut on pitch when BVB takes on Hertha BSC Berlin in the last match day of the season on May 14th.

The new Borussia Dortmund Home jersey is available from May 13th at PUMA.com, PUMA stores, the BVB online store and leading retailers worldwide.

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PUMA

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