

PRESS RELEASE



PUMA'S NEWEST RUNNING SHOE OFFERS A LIGHT FEEL AND RESPONSIVE RIDE

Boston, Massachusetts; June 25th, 2020 — Global sports brand PUMA has just released **UltraRide**, its latest performance running shoe, designed to remove excess materials for a light feel and responsive ride.

UltraRide is created for runners looking to reach their next running goal. Built on the foundation of Reductionist Theory, **UltraRide** reduces weight with outsole cutaways to leave runners with the basic running essentials: cushioning and responsiveness for limitless potential. A light, airy upper and supportive midsole plate merge through a dynamic bridge design. Combined with PROFOAMLITE for cushioning and rubber surface area for power transfer at toe-off, **UltraRide** helps runners reach their highest potential. The global campaign feature two of PUMA's Norwegian athletes, two-time World Champion Karsten Warholm and hurdler, Amalie Iuel.

“With UltraRide, we designed the shoe to give runners what they are looking for in a running shoe,” said PUMA Run Train Global Director, Erin Longin. “The lightweight upper and responsive PROFOAMLITE midsole, combined with the PROPLATE ensures a spry and comfortable stride for runners training for their next goal.”

The key benefits of this performance running shoe are:

- **Propulsion:** An engineered propulsion plate provides midfoot stability for a smooth gait cycle, resulting in a reflex toe-off and propels the runner faster through every stride

- **Lightweight:** PROFOAMLITE is a new and improved high rebound EVA that pushes the boundaries of lightest-possible weight with instant cushion
- **Airy and Breathable:** Open-holed mesh allows for maximal ventilation while a dynamic underlay system offers support

Shop **UltraRide** starting June 25th on PUMA.com, PUMA Stores, and selected retailers worldwide.

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PUMA

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