



## PRESS RELEASE

### **World and Olympic 800m Champion Emmanuel Korir joins PUMA**

**Herzogenaurach, Germany, September 2, 2022** - Sports company PUMA has signed the current 800m World and Olympic Champion Emmanuel Korir, who will compete in the company's performance products starting at the Diamond League Meeting in Brussels.

The Kenyan athlete rose to fame in 2018, when he came in second at the African Championships in the 800m event and won the Gold in the 4x400m relay. He cemented his position as one of the best middle-distance runners of his generation with the Olympic Gold in Tokyo in 2021 and a Gold at the World Championships in Eugene this year.

His personal best over 800m is 1:42.05 minutes, the 6<sup>th</sup> fastest performance of all time.

"PUMA has a strong history in running, with world records in the 100, 200 and 1000 meters to its name," said Pascal Rolling, Head of Sports Marketing. "We are excited that Emmanuel will join our PUMA Family, so we can continue to create great Athletics moments together."

Korir will wear PUMA's Evospeed Distance Elite +2 spikes for the Diamond League meeting in Brussels, a mid-distance track and field spike built for events ranging from 800m all the way up to 10,000m. The spikes feature a full-length carbon fibre plate that has been specially designed to stabilise the nitrogen-injected foam midsole, allowing for peak energy transfer.

During training, Korir wears the Deviate NITRO 2, which comes with NITRO Elite foam for improved responsiveness and a reworked collar to reduce heel slip.

PUMA's elite group of track & field athletes includes 400m hurdles World Record Holder Karsten Warholm, pole vault World Record Holder Armand "Mondo" Duplantis and Jamaican sprinters Shericka Jackson and Elaine Thompson-Herah. Most recently, high jumpers Mutaz Essa Barshim and Woo Sanghyeok also joined the PUMA Family.

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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 about 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany.