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FASTER.**

## **PRESS RELEASE**

# **PUMA BRINGS A WHOLE NEW MEANING TO MAX CUSHION WITH THE ALL-NEW MAGMAX NITRO™**

- **PUMA launches the MagMax, providing a new super max cushion shoe for runners looking for unrivalled underfoot comfort**
- **The shoe features PUMA's NITROFOAM™ technology, with a 46mm heel stack height for maximum cushioning, comfort and bounce**
- **The MagMax will launch globally on 12 August 2024**

**Herzogenaurach, 8 August, 2024**

Taking your first step out the door just got easier, as PUMA launches the MagMax NITRO™ - a new everyday running shoe that takes the term 'max cushion' to new heights.

Boasting an eye-watering 46mm of PUMA's cutting-edge NITROFOAM™ technology, the MagMax NITRO™ provides supermax cushioning and propulsion in every stride, making your training and recovery miles feel effortless.

The perfect entry point for all types of runners, MagMax NITRO™ is a much-needed bouncy addition into your shoe rotation that will deliver on comfort and have you smiling from ear to ear, step after step.

An engineered mesh upper re-enforced with PUMA PWRTAPE provides premium breathability, whilst a rolled collar reinforced with foam ensures extra comfort and a true fit. The MagMax NITRO™ also features PUMA's signature PUMAGrip durable rubber sole, providing assured multi-surface traction.

MagMax NITRO™ will be available in a Lapis Lazuli colorway, inspired by the bright blue precious stone it is named after. The men's shoe features an intense purple-blue upper, with the mesh complemented by a streak of soft green on the NITROFOAM™ midsole that ombres from heel through to the forefoot.

The women's shoe features a light blue mesh upper complemented by a lime green PUMA formstrip, with a flash of intense, dark blue that adds vibrancy to the NITROFOAM™ midsole.

Romain Girard, VP Innovation at PUMA said "MagMax NITRO™ is our most cushioned every day running shoe yet – meaning you get more NITROFOAM™ than we have ever put in a running shoe. It's a gateway for people to access running, particularly when you need an extra boost to get out the door. Whether you are just stepping out onto the road, or you need additional comfort on a well-earned recovery run, this shoe has been designed to make running feel effortless and comfortable. Adding a supermax cushion shoe to our existing range provides runners with a great new option that can be integrated into any shoe rotation."

MagMax NITRO™ launches globally on 12 August 2024, and will be available to purchase on PUMA.com, in PUMA flagship stores and in selected retailers across North America, Europe and Australia.

**For more information, please visit: [www.puma.com](http://www.puma.com)**

**Media Contact: [Stefan.Popovic@Puma.com](mailto:Stefan.Popovic@Puma.com)**

## **PUMA**

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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.