



PRODUCT BRIEF



TURN UP THE HEAT WITH THE HOT PURSUIT PACK

Herzogenaurach, Germany, 2nd October 2025 — Global sports company PUMA has today launched the Hot Pursuit pack, featuring blazing new colorways for the FUTURE, ULTRA and KING worn by Neymar Jr., Fridolina Rolfö, Xavi Simons, Christian Pulisic and Sandy Baltimore.

This time of year, everyone's chasing something. Goals. Points. Payback. Whatever you're after, the Hot Pursuit pack makes sure you're coming in hot.

Made for the ultimate playmakers, unleash your creativity with the FUTURE 8. The FUZIONFIT³ upper uses four-way stretch yarn, 3D Fuzionpods and PWRTAPE to create an adaptive fit that moves with the player like a second skin. A textured high-density mesh with GripControl Pro enhances ball control in every moment, from threading the pass to finishing the chance. Underfoot, the FLEXGILITY outsole is engineered for agile, multidirectional movement, giving players the freedom to express themselves on the biggest stage.

Kick into sixth gear with ULTRA 6, featuring an engineered mesh upper for lethal finishing, it's a football boot that feels and plays like a finely tuned machine at your feet. The PWRTAPE support frame stabilizes the foot inside of the boot without hindering agility and freedom of movement. The SPEEDSYSTEM outsole and FastTrax stud design are precision-engineered to take you from kick-off to back-of-the-net faster than you can say: lights out.

The PUMA KING lives up to its name with the combination of non-animal-based K-BETTER™ upper material and GRIPCONTROL 3D structure on the medial side for enhanced ball control. A new KING doesn't come along every day, but there will always be a new KING. The rightful heir is here.

The Hot Pursuit pack also includes the FUTURE 8, ULTRA 6, and PUMA KING in women's specific fits engineered for female athletes to perform at their best. The new streamlined silhouettes are made using insights from female footballers to fit like a second skin as you flash forward. The new FUTURE women's fit 2.0 is informed by scientific research, resulting in a boot that hugs your foot in a fit made for you – with reduced volume in the forefoot and toe box, plus a new molded sockliner for extra arch support – so you can focus on what matters: unleashing your creativity.

The Hot Pursuit pack is available on pre-sale from October 2nd at PUMA.com, PUMA stores and select retailers worldwide and available on global release from October 9th.

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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 is committed to redefining sport and self-expression, empowering athletes and consumers to perform at their best while staying true to who they are. With a focus on innovation, authenticity, and joy, PUMA continues to push the boundaries of performance and sports-style. 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.