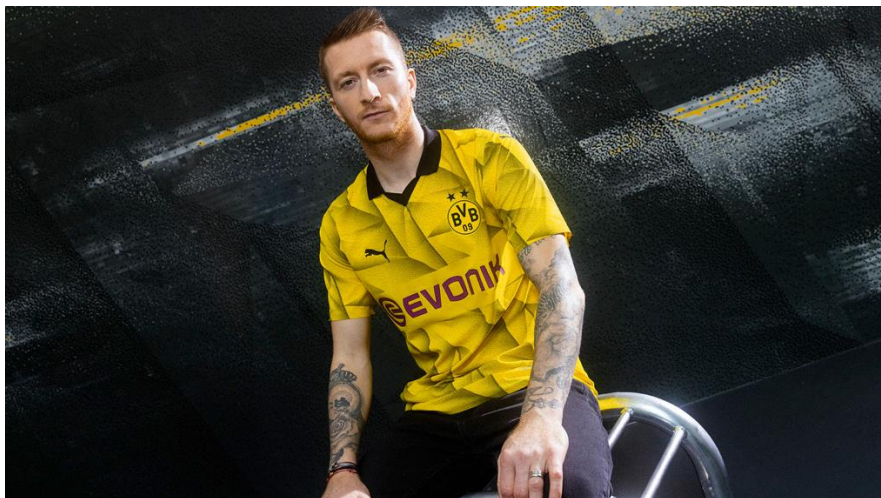




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FASTER.**

## **PRESS RELEASE**



# **PUMA AND BORUSSIA DORTMUND LAUNCH BRAND NEW CUP KIT FOR THE 2023/24 SEASON IN LAS VEGAS**

**Herzogenaurach, Germany, July 31<sup>st</sup>, 2023** — Global sports company PUMA has today launched the 2023/24 BVB Cup kit, inspired by a city that blends tradition and innovation. The stylish new kit was officially unveiled in Las Vegas during BVB's pre-season tour of the United States.

Dortmund, once known as the city of steel, has evolved into a symbol of enduring strength and resilience. The 2023/24 Cup kit pays homage to this legacy while embracing the future. Its striking retro-futuristic design, featuring an eye-catching all-over print in the iconic Black and Yellow colors, reflects the spirit of the next-generation Borussen.

"Every year, we eagerly anticipate crafting a Cup kit for the BVB team, and this year is no exception. The concept of a Cup kit is unique, just like the design of this year's kit", said *Marco Mueller, PUMA Senior Head of Product Line Management Teamsport Apparel*. "We're proud to

have collaborated with BVB on a kit that draws inspiration from the Club's beloved home city, with the famous Black and Yellow colors and can't wait to witness it on pitch."

"We're especially glad for the opportunity to reveal and launch our new Cup kit during our pre-season US tour," said *Carsten Cramer, Borussia Dortmund Managing Director*. "To us this is a sign of appreciation towards our international fan base, and we hope they enjoy this new fantastic kit as much as our players do."

The new Authentic jersey features cutting-edge technology to provide optimal performance and comfort on the pitch. Engineered with ULTRAWEAVE fabric, the kit boasts a structured, 4-way stretch design that reduces weight and friction, allowing players to move freely and comfortably. The dryCELL technology integrated into the fabric is designed to keep your body free from sweat.

The Replica version is similarly equipped with dryCELL sweat-wicking technology to keep you dry and comfortable throughout the 90 minutes and beyond – no matter the time, pitch, or place. Both jerseys are made with 100% recycled materials, excluding the trims and decorations as a step toward a better future.

The new BVB Cup kit was revealed for the first time during an exclusive launch event in Las Vegas, where select guests experienced a first look at the kit's exceptional design, celebrating the fusion of football and fashion. The event also featured stunning BVB branding of The Las Vegas High Roller lighting up the famous Las Vegas' strip.

The new BVB Cup kit was worn in the preseason game against Manchester United on July 30<sup>th</sup> at the Allegiant Stadium during BVB's pre-season tour of the United States.

Celebrate the past and look to the future with the new 2023/24 BVB Cup kit available from July 31<sup>st</sup> at PUMA stores, PUMA.com, the BVB store at SIGNAL IDUNA PARK, [bvbonlineshop.com](https://bvbonlineshop.com) and at select retailers worldwide.

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## **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 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 more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany.