



PRESS RELEASE



POWERED BY MANCHESTER: PUMA AND MANCHESTER CITY CELEBRATE THE HEART OF MANCHESTER WITH NEW 2023/24 AWAY KIT

Herzogenaurach, Germany, August 10th, 2023 — Global sports company PUMA and treble winners Manchester City have today launched the 2023/24 Manchester City Away kit – which celebrates the industrious beating heart of Manchester and the people who make it happen.

Just like the city itself, the new jersey is made a ‘bit different’. Manchester is renowned for its industrial era, its history, and its heritage. The new Away kit draws inspiration from the towering mills, buzzing warehouses and industry of the city. The all-over tonal graphic print gives the shirt a retro feel and draws inspiration from archival weave patterns from Manchester.

To complement the classic white base, the shirt utilizes accent colors that honor the city’s creative heritage, including vibrant gold flame highlights, inspired by the famous brickworks of Ancoats, in Manchester. The inside neck also features a symbolic representation of the factory

skyline of the city. The jersey ensures Cityzen's represent their team and the city where it all began – from the streets of Manchester to Europe's biggest stage.

"We wanted to design a kit that was fit for champions", said *Marco Mueller, PUMA Senior Head of Product Line Management Teamsport Apparel*. "The jersey combines modern design elements with nods to the city itself, resulting in something that truly resonates with those that wear it, whether that's on the pitch or in the stands. The jersey is powered by Manchester - combining industrial colors with a traditional collar that really gives a progressive but classic style."

Serena Gosling, Director of Integrated Fan Experience and Retail & Licensing, Manchester City said: "We're delighted to reveal our 2023/24 Away kit today, completing our offering of kits for the new season. Both our Home kit celebrating 20 years of the Etihad Stadium, which launched in May, and our electrifying Third kit, which launched last month in Tokyo, as part of our preseason tour of Asia, have been hugely popular, breaking club sales records again. As we launch our Away kit today, we hope that our fans love the inspiration and design of this kit too."

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 made with 100% recycled polyester and 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.

To celebrate the launch of the new Manchester City Away kit, custom Octane and Fennec decals based on the new Manchester City Away kit design, PUMA themed wheels and a PUMA player banner will be available in the popular sports action game Rocket League from August 24th through to September 5th.

Manchester City will debut the new Away kit in their opening League game away at Burnley FC on August 11th.

Celebrate the heart of Manchester with the 2023/24 Manchester City Away kit available from August 10th at PUMA stores, PUMA.com, the City store at the Etihad Stadium Store, the Arndale Store and mancity.com/shop and at select retailers worldwide.

Ecom Link - https://uk.puma.com/uk/en/manchester-city?utm_medium=SPS&utm_source=MC&utm_campaign=homekit_2324

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Media Contact:

Luke Haidarovic – Senior Manager PR Teamsports – luke.haidarovic@puma.com

PUMA

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. <https://about.puma.com/>

ABOUT ROCKET LEAGUE

Winner or nominee of more than 150 "Game of the Year" awards, Rocket League is one of the most critically acclaimed sports games of our generation. Rocket League is a high-powered hybrid of arcade-style soccer and vehicular mayhem with easy-to-understand controls and fluid, physics-driven competition. Available on Nintendo Switch™, PlayStation®4, PlayStation®5, Xbox One, Xbox Series X|S, and PC on Epic Games Store, Rocket League includes nearly endless customization possibilities, online Ranks and Competitive Tournaments, a fully featured offline season mode, multiple game types, casual and competitive online matches, and special "Mutators" that let you change the rules entirely.