



## PRESS RELEASE



## POWERED BY ON-PITCH ELECTRICITY PUMA AND MANCHESTER CITY LAUNCH THE 2023/24 THIRD KIT IN TOKYO, JAPAN

**Herzogenaurach, Germany, July 25<sup>th</sup>, 2023** — Global sports company PUMA and Treble winners Manchester City have today launched the electrifying Manchester City Third kit – a kit designed to embody the pulsating life and dynamism of the City of Manchester. The new kit was exclusively launched in Tokyo, Japan as part of City's pre-season tour.

Manchester City, a team breaking the mould, continues to redefine the game of football – the way it's played, coached, and perceived. The 2023/24 Third kit is the manifestation of City's electrifying style of play, and the thrilling ambiance that envelops every match. The jersey's design features an electric spark pattern throughout, fused with neon pink versions of the club crest and partner logos. Now, you don't just *feel* City's electrical charge when watching a match – you *see* it.

“The amazing electricity that Manchester City brings to the pitch every week is nothing short of awe-inspiring,” said *Marco Mueller, PUMA Senior Head of Product Line Management Teamsport Apparel*. “This jersey was conceived to mirror that – the shirt is designed to spark the same excitement in fans that the exhilarating play of football generates in all of us. The Third kit design pays tribute to what Manchester City stand for as a football club, both on and off the pitch, and the energy of Manchester as a City.”

“I absolutely love the new Third kit, it is a proper eye-catcher and will look brilliant on pitch – I can’t wait to wear it in our match against Bayern Munich this week in Tokyo,” said *Jack Grealish*. “It has been an amazing experience to visit and shoot our campaign in Tokyo, it’s an incredible place and it’s great that we can unveil our new kit here during pre-season.”

To launch the new Third kit PUMA and Manchester City merged football with Japanese culture by capturing content with the players in the famous Tokyo Kabuki Hall and with models in key locations in Tokyo during the team’s pre-season tour of Asia. The Third kit will debut on pitch on July 26<sup>th</sup> at the Japan National Stadium against FC Bayern Munich.

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 Electrifying Manchester City Third kit is available from July 25<sup>th</sup> at PUMA stores, PUMA.com, the City store at the Etihad Stadium Store, [mancity.com/shop](https://mancity.com/shop) and at select retailers worldwide.

### **MEDIA CONTACT:**

Luke Haidarovic – Senior Manager PR Teamsports – [luke.haidarovic@puma.com](mailto:luke.haidarovic@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 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.