

## PRODUCT BRIEF



### THE RS-X EFEKT PRM IS THE LATEST CHAPTER IN PUMA'S RUNNING SYSTEM FRANCHISE

**Herzogenaurach, July 25, 2023** – The RS-X is back for more. Inspired by PUMA's '80s running tech, the RS-X has been revamped and reinvented. For this season the RS-X EFEKT boasts premium materials for an elevated street look.

The silhouette itself is characterized by a technical feel, comprised of specialized overlays that lend the shoe its distinctive energetic look. The RS-X EFEKT arrives in essential monochrome colorways that match any future-forward 'fit.

The PUMA RS-X EFEKT pack is available starting July 26, 2023, from PUMA.com, PUMA stores, and selected accounts worldwide.

#### Note To Editors

The original RS franchise traces its origins to 1984 when PUMA endeavored to create a revolutionary new technology. The PUMA RS (Running System) was the world's first wearable sports product, and the world's first smart shoe. The RS's built-in computer aggregated data, translating it into metrics that allowed runners to become faster, more efficient, and more competitive.

Starting in 2018, the RS family has grown extensively, with the addition of new styles like the RS-X, RS-X3, RS-2K, RS-Fast, RS-Connect, RS-Dreamer, and more. Now for 2023, PUMA continues to expand on the RS legacy.

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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 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.