

PRESS RELEASE



**NEXT-LEVEL PROPULSION MEETS HIGH-SPEED STYLE FOR
PUMA'S FAST-R NITRO FUTROGRADE**



Herzogenaurach, Germany; April, 2023 – PUMA's Fast-R NITRO Futrograde is a statement sneaker that pushes performance aesthetics to new limits.

PUMA's Fast-R NITRO Futrograde is a bold, risk-taking sneaker that is here to shatter boundaries by mixing fashion and performance like never before. The shoe's high-speed style and powerful propulsion merge together to create one of the most unique designs to come from PUMA.

Packed with performance credentials, but designed for the streets, the Fast-R's faster and fresher look is characterized by a decoupled platform sole unit that boasts exaggerated proportions and is fueled by NITRO™ cushioning.

The Fast-R NITRO builds on color codes from PUMA's FASTROID. Pulled straight from Futrograde, PUMA's FW22 New York Fashion Week runway show, the shoe's debut colorway features a fully blacked-out upper, resting atop a gradient-hued sole unit featuring unmissable NITRO™ text branding.

Notes to Editors

PUMA welcomes the PUMA Fast-R NITRO Futrograde, a close relative of the PUMA FASTROID NITRO and PUMA ForeverRUN NITRO.

PUMA NITRO™ cushioning is a specialized, nitrogen-infused foam that maximizes response and bounce while remaining super-lightweight. Nitrogen infusion amplifies the inherent properties of foam, making it highly springy and soft.

###

Media Contact:

Alberto Turincio, Global Sportstyle PR, PUMA – alberto.turincio@puma.com

Sandra Wedel, PUMA Global PR, Sportstyle – sandra.wedel@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>