

PRESS RELEASE



PUMA'S FASTROID NITRO FEATURES NEVER-BEFORE-SEEN VOLUMES OF CUSHIONING



Herzogenaurach, Germany; May 13, 2023 - Inspired by PUMA's lightweight, responsive foam technology, PUMA's FASTROID NITRO is a statement sneaker that pushes performance aesthetics to entirely new limits.

Fueled by NITRO™, and informed by the concept of OVERTECH, the FASTROID NITRO redefines maximalism. An elite runner that is exaggerated into a truly divergent and polarizing fashion silhouette, the FASTROID NITRO aims to make a bold statement.

An impactful and experimental expression of PUMA's best-in-class performance technologies, FASTROID shatters conventions to push the boundaries of stack height and silhouette. Building on design cues from PUMA's pinnacle Running style FAST'R, the FASTROID's decoupled platform sole unit boasts extreme proportions and unparalleled NITRO™ cushioning.

The lightweight and specially engineered ULTRAWEAVE upper is stabilized with targeted PWRTAPE reinforcements. Built around a concealed carbon PWRPLATE, the midsole showcases NITRO™ signature waves, in never before seen heights, for maxed-out cushioning.

The PUMA FASTROID NITRO originally debuted in September 2022 during PUMA's "Futrograde" presentation at New York Fashion Week. 2,000 pairs of PUMA NFRNO NITRO and FASTROID sneakers were made redeemable through PUMA's interactive Black Station platform. The shoe's debut colorway featured a fully blacked-out upper, resting atop a gradient-hued NITRO™ sole unit with unmissable text branding.

Now the FASTROID NITRO is first off the blocks in 2023, featuring two new fresh colorways in the monotone but stealthy "Triple Black," complemented by a popping gradient "Sunset" colorway.

The PUMA FASTROID NITRO will be available starting May 13, 2023 from PUMA.com. PUMA flagship stores, and select retailers globally.

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