

PRESS RELEASE



**THE PUMA FOREVERRUN NITRO IS A BOLD CONVERGENCE OF
SPORTS AND FASHION**



Herzogenaurach, Germany; April 15, 2023 – Inspired by PUMA running technology, the new ForeverRun NITRO comes from the world of sports but is here to take over the streets.

The ForeverRun leverages performance innovations to create a style-forward runner that challenges the barriers between sports and fashion. The core of the ForeverRun NITRO's performance credentials sits in its sole unit, which provides unparalleled cushioning and stability, with an unmissable gradient color scheme.

A member of the NITRO™ family, the ForeverRun is a sports silhouette for the style set. Best-in-class NITRO™ foam cushioning ensures lasting comfort from morning until night, making this pair perfect for the streets, the catwalk, and beyond. Colors are inspired by Futrograde, PUMA's FW22 New York Fashion Week runway show, the ForeverRun NITRO is showcased in gradient hues that originally debuted on the runway.

The shoe's debut colorways come with a full-white or full-black upper, resting atop a gradient-hued sole unit featuring unmissable NITRO™ text branding.

Notes to Editors

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

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.

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