



PRESS RELEASE

## PUMA DROPS TWO NEW DEVIATE SHOES, DESTINED TO DELIVER YOUR PERSONAL BEST

- PUMA launches two new shoes designed to help you break PBs and achieve peak performance during both training and raceday
- Deviate NITRO™ 3 makes training miles the most successful you will ever experience
- Deviate NITRO™ Elite 3 serves up sheer speed, propelling you to a PB on raceday
- Deviate NITRO™ Elite 3 prototype colourway – worn by Fiona O’Keeffe and Dakotah Lindwurm – will launch in limited quantities on 17<sup>th</sup> June 2024
- The Deviate NITRO™ Elite 3 and Deviate NITRO™ 3 Fireglow colourway will launch globally on 1<sup>st</sup> July 2024

**Herzogenaurach, June 3, 2024**

Deviate means to do things differently. To not accept normal standards. To challenge the status quo. Deviate inspires you to not just go beyond your boundaries, but to shatter them in emphatic style.

With the third iteration of Deviate, PUMA is redefining speed in a way the running scene is yet to experience, empowering runners to unlock new personal bests.

Embodying PUMA’s relentless pursuit of excellence in performance footwear, Deviate provides runners with the confidence to hit the road, making every second count.

This new offering sees Deviate served up in two distinct models; Deviate NITRO™ 3 – a premium everyday hero – and Deviate NITRO™ Elite 3 – an elite raceday shoe that has already been making serious statements on the road.

### **Deviate NITRO™ 3**

The Deviate NITRO™ 3 challenges runners to have the most successful training experience ever. It’s the everyday source of speed that runners can trust week after week, mile after mile.

The shoe is engineered with even more of PUMA’s cutting-edge NITROFOAM™ technology to deliver supreme cushion and responsiveness, elevating the legacy of its award-winning predecessor.

The carbon fibre PWR Plate offers a smoother and more consistent source of speed, resulting in an explosive toe-off that propels runners beyond their normal limits, whilst PUMA's unrivalled PUMAGRIP enables multi-surface traction in even the most testing conditions.

A lightweight engineered mesh upper features strategically placed PWR Tape to provide support in high stress areas, with a padded collar offering additional comfort and fit.

Sure to enhance the training experience for people around the globe, Deviate NITRO™ 3 continues to grow closer to its raceday counterpart.

DeviatE NITRO™ 3 Specifications:

- Price: €170
- Weight: 265g (UK8)
- Stack Height: 29mm – 39mm

### **DeviatE NITRO™ Elite 3**

Bringing the speed, Deviate NITRO™ Elite 3 is PUMA's lightest ever raceday shoe, designed for runners on the PB pursuit.

Reserved for those who want to stand out and make a statement, Deviate NITRO™ Elite 3 features more of PUMA's innovative NITROFOAM™ Elite – the elite version of its advanced nitrogen-infused foam technology – that gives runners superior energy return, whilst an improved, stiffer carbon fibre PWR Plate increases propulsion and allows wearers to unlock maximum speed.

The mono-mesh upper enhances breathability and is reinforced with PWR Tape in prominent stress areas, underpinned by best-in-class PUMAGRIP that ensures multi-surface traction whatever the raceday conditions.

Weighing in at just 194g (UK8), Deviate NITRO™ Elite 3 is now one of the lightest raceday shoes on the market and is destined to propel you to your PB.

DeviatE NITRO™ Elite 3 Specifications:

- Price: €230
- Weight: 194g
- Stack Height: 32mm – 40mm

Commenting on the hotly anticipated double dose of Deviate, Romain Girard, VP Innovation at PUMA said: "We're living in a world where athletes and runners have high expectations. They want to set PBs and break records, time and time again. To do that, you need a shoe that gives you the competitive edge – that's where Deviate comes in."

Our innovation team were relentless when testing this shoe in our labs, and that commitment, fire and passion translated to the roads when Fiona O’Keeffe made an incredible statement wearing the Deviate NITRO™ Elite 3 in her professional marathon debut.

We’re so excited to finally give runners across the globe the opportunity to feel that thrill, unlocking speed like never before.”

The Deviate NITRO™ Elite 3 prototype colourway – as worn by PUMA athletes Fiona O’Keeffe and Dakotah Lindwurm – will be released in limited numbers from June 17 on [PUMA.com](https://www.puma.com) and selected retailers.

The Deviate NITRO™ 3 and Deviate NITRO™ Elite 3 Fireglow colourway will be released globally from July 1 on PUMA.com, in PUMA stores and selected retailers.

For more information, please visit [www.puma.com](https://www.puma.com)

**Media Contact:** [Stefan.Popovic@Puma.com](mailto:Stefan.Popovic@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 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.