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FASTER.**

## **PRESS RELEASE**

# **INTENSIFY YOUR WORKOUT WITH THE RE-ENGINEERED PUMA FUSE 3.0**

**Herzogenaurach, Thursday 4 January, 2023**

PUMA has revealed an all-new, re-engineered FUSE 3.0 training shoe – built to help you enhance and intensify your toughest strength training sessions.

The latest in the FUSE franchise, FUSE 3.0 has received a significant silhouette makeover to ensure the shoe is as strong and dynamic as the athletes who wear it.

Designed with a new last, wearers are able to achieve a wider foot splay, increasing stability and enabling a more secure, stable stance. A new dual-density internal midsole with firm heel and flexible forefoot is wrapped in an improved PUMAGRIP rubber compound, featuring FuseFlex metatarsal flex grooves that provide unrivalled traction and allow you to push harder through those explosive movements. Its redesigned HEX TPU heel clip adds invaluable support in the rear foot, whilst a strong poly mesh and TPU coated yarn knit upper offer optimal flexibility and comfort, with a medial rope guard to protect laces.

“FUSE 3.0 is hands down the best CrossFit shoe I have ever worn” said six-time CrossFit Games competitor, Sam Kwant. “The new silhouette is incredible; I’ve tested every shoe in the FUSE franchise – and more – and FUSE 3.0 is the one that gets me hyped to head into competition because I know it’s going to elevate my output. PUMA has really changed the game with this one!”

Completing the full FUSE look are PUMA’s FUSE 4-way Stretch Training Short, featuring dryCELL technology and loaded with practical features including ventilated waistband, side vents at the thigh and a back zipper pocket. The shorts are made with at least 20% recycled materials, one of PUMA’s answers to reducing our environmental impact.

PUMA’s DriRelease Mesh Tank and ULTRAWEAVE Jacket are both loaded with moisture-wicking dryCELL tech to minimize friction and maximize comfort, ensuring you’ll stay dry even in the most intense of training session.

PUMA FUSE 3.0 will launch globally on Monday 15<sup>th</sup> January in selected retailers, instore and on [puma.com](https://www.puma.com). To find out more follow [@pumatraining](https://www.instagram.com/pumatraining) on Instagram.

## **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.