



PRESS RELEASE



TO THE MOON AND BACK. PUMA INTRODUCES THE MANCHESTER CITY CHINESE NEW YEAR COLLECTION

Herzogenaurach, Germany, January 10th, 2023 — Global sports company PUMA and Manchester City have today unveiled a special Chinese New Year Collection to celebrate the year of the Rabbit. The 2023 collection features a stunning limited-edition jersey, jacket, track pants and t-shirts that combine club heritage with references to Chinese culture that reach all the way to the moon and back – just like your love for City.

The new jersey pays tribute to the year of the Rabbit with a moon-inspired all-over print and golden details that mark the successful mission of China's lunar rover, the Jade Rabbit in 2013. The Blazing Blue and Matte PUMA Gold jersey also features a unique sign-off on the neckline combining the Manchester City logo with bespoke interwoven rabbits.

The bold new collection celebrates the loyal Manchester City fans living in China, so fans from far and wide can show their love for the Sky Blues on matchday and every day even after the celebrations are over.

The Manchester City Chinese New Year Collection lands at PUMA stores, PUMA .com, the City store at the Etihad Stadium Store, mancity.com/shop and at select retailers worldwide from January 10th.

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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/>