

PRODUCT BRIEF



PUMA AND NEYMAR JR. DRIVE THEM CRAZY WITH THE FUTURE Z TEASER EDITION

Herzogenaurach, Germany – December 9, 2020 - Sports company PUMA has today launched a special teaser edition of the upcoming FUTURE Z 1.1 football boot, to be worn exclusively by football superstar Neymar Jr. The ground-breaking new FUTURE Z has been developed and engineered to enhance the playing style of the world's most dynamic playmaker.

Built around an adaptive FUZIONFIT+ compression band, the FUTURE Z provides optimal lock-in and support for movement so explosive it will drive the opposition crazy. The eye-catching new boot integrates an innovative Z-shaped Dynamic Motion System outsole for multidirectional movement and traction, with a thin layer of GripControl Pro applied to the upper material for superior touch and ball control.

In-line with the FUTURE Z football boot, PUMA has unveiled the Neymar Jr. Future collection. The collection features the signature Neymar Jr. number 10 logo throughout, in bright Brazilian colors and fonts inspired by the pichacão graffiti found on the streets of São Paulo and includes the Neymar Jr. jersey, shorts, training accessories and off-pitch apparel.

Prepare to LOCK IN and DRIVE THEM CRAZY with the PUMA white, black and yellow-alert FUTURE Z 1.1 Teaser edition and the Neymar Jr. Future collection, available from December 9th at PUMA.com and key football accounts.

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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/>