



## PRODUCT BRIEF



### LIGHT UP THE GAME WITH THE PUMA ULTRA SL 21

**Herzogenaurach, Germany – March 4, 2021** - Sports company PUMA has today unveiled the gravity-defying ULTRA SL 21 football boot, designed to light up the game with uncatchable speed.

Speed is in PUMA's DNA. The ULTRA SL 21 continues PUMA's mission to innovate and develop the lightest, fastest boots in the game. Featuring graphics inspired by the mystical northern lights, the specialized upper is made of a thin woven mesh and coated with an advanced, ultra-thin TPU skin to create a lightweight, durable upper able to withstand explosive speeds.

The outsole is constructed with exclusive Pebax tooling technology to support energy transfer when accelerating at lightning speeds. Combined with the innovative new upper, this lightweight stable plate makes the ULTRA SL 21 one of the fastest, most elusive football boots available today.

Infuse supernatural speed into your game with the PUMA ULTRA SL 21, available from March 4<sup>th</sup> at PUMA.com, PUMA stores and at leading football retailers worldwide.

The PUMA ULTRA SL 21 will make its on pitch debut when Antoine Griezmann takes to the pitch in the upcoming Barcelona vs Club Atlético Osasuna LaLiga fixture on March 6<sup>th</sup>.

\*\*\*

**Media Contact:**

Luke Haidarovic – Senior Manager PR Teamsports – [luke.haidarovic@puma.com](mailto:luke.haidarovic@puma.com)

## 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/>