



## PRODUCT BRIEF

Dissemination Date: November 16<sup>th</sup>, 2020



### **FLASH PAST DEFENDERS AT THE SPEED OF LIGHT WITH THE NEW ULTRA 1.2**

**Herzogenaurach, Germany – November 16, 2020** - Sports company PUMA has today launched the ULTRA Speed of Light, engineered to deliver the game's fastest football boot worn on-pitch by PUMA's leading gamechangers; Antoine Griezmann, Sergio Agüero, Eugénie Le Sommer and Nikita Parris.

The latest evolution of the ULTRA features an updated ultra-lightweight MATRYXEVO upper with a new weave structure, providing superior stability, durability and traction for explosive forward motion speed and acceleration. The feeling of velocity is built into the explosive design combining a fully engineered woven MATRYXEVO upper with an instinctive Pebba SpeedUnit outsole to create the ultimate weapon for speed.

The lightweight Pebba SpeedUnit outsole features a split sole design inspired by PUMA track running heritage. The soleplate combines subtle spikes in the forefront and V-shaped studs configured for lightning speed and acceleration. A thin GripControl Pro skin is applied in key areas to provide complete control on the ball at uncatchable speeds.

The ULTRA Speed of Light launches in NRGY blue and yellow alert and is available on pre-sale from November 16<sup>th</sup> at PUMA.com and key football accounts, with global release on November 19<sup>th</sup> at PUMA.com, PUMA stores and at leading football retailers worldwide.

## **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 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/>