



PRESS RELEASE

PUMA celebrates their low-profile heritage with the launch of the Speedcat LS

Herzogenaurach, Germany, January 28, 2021 — Global sports company PUMA refreshes their legacy of low-profile footwear with the launch of the Speedcat LS. The characteristic thin rubber sole shows an impressive journey so far from the performance orientated field of motorsport to the stylish look in daily lifestyle.

Born in 1999 the very first PUMA Speedcat conquered the street. The low-profile silhouette of the shoe was the perfect companion in daily life. The synergy of a smart and casual looking shoe combined with a cool sneaker attitude made you easily carve through your work in office in style without comprising your performance on the dance floors in the evening. The Speedcat evolution kicked off with partner Sparco resulting in an iconic signature line, the OG. The versatility of the footwear continued with PUMA launching the first women-orientated Speedcat Mid collections, amending the silhouette of the shoe with a midcut.

The signature “feeling” of the thin low-profile rubber sole on the pedals was a major key characteristic for PUMA Motorsport to provide the fastest teams worldwide with race boots inspired by Speedcat. Since 2004 PUMA is the official supplier of Scuderia Ferrari with Mercedes-AMG Petronas F1 team, BMW M Motorsport, Red Bull Racing and Porsche Motorsport following afterwards. The race boots offer the drivers fire-proof material, light-weight fabrics and great handling of the brake and throttle.

Speedcat sparked a range of additional low profile inspired PUMA Motorsport footwear like the Future Cat, RDG-Cat, R-Cat, Driftcat and Kartcat. The latest member of the Speedcat family – the Speedcat LS –Lifestyle - comes in the established suede upper with embroidered logos on the archive silhouette. The sockliner is featuring a profoam insert for better cushioning and comfort for the very first time. The Speedcat LS revamps the streets in four different colorways: PUMA Black, Peacoat, Cloud Pink and High Risk Red.

Be part of the low-profile legacy and get your Speedcat LS in PUMA stores and online on puma.com now.



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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/>