

## PRESS RELEASE



### THE CLASSIC PUMA EASY RIDER EMBRACES RUNNING NOSTALGIA



**Herzogenaurach, January 12, 2024** – The epitome of a classic runner, PUMA’s 1977 Easy Rider returns for 2024. A silhouette that revolutionized the jogging craze of the 1970s, the Easy Rider represented several significant steps forward in running innovation when it was originally released almost a half-century ago.

Now, PUMA elevates the Easy Rider with a new premium construction in “Glacial Gray” and “Dewdrop” colorways. Arriving in the form of the Easy Rider Vintage, the reconsidered retro runner remains faithful to the original, establishing a generational link through iconic design.

The accompanying campaign celebrates the importance of family ties in its many forms. Consisting of diverse family portraiture, the campaign’s intimate vignettes explore the

importance of family and childhood. Reveling in the calmness of everyday moments, the imagery's locations and styling add unexpected and unique twists.

An homage to the family home, part one of the campaign is a tale of history and heirlooms, with more to come from PUMA and the Easy Rider franchise in 2024.

The first drop of the PUMA Easy Rider Vintage in "Glacial Gray" will be available in limited quantities starting January 13, 2024, from selected retailers such as Bodega, Atmos, and Sneakersnstuff. The second colorway will be released later this year.

### Note to Editors

Created for cross-country and road running, the Easy Rider was created with a padded nylon upper, plus suede reinforcements on the toe and heel. The shoe's key feature, both stylistically and functionally, was its Federbein outsole, which used shock-absorbing rubber studs for cushioning.

A testament to the innovation within the Easy Rider, the silhouette inspired a full collection known as "The Great Cat Family," including sibling models like the Joy Rider, the Sky Rider, and the Lite Rider.

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### **PUMA**

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