



## PRESS RELEASE

### A CLASSIC REWRITTEN: PUMA TAKES EASY RIDER FROM THE TRACKS TO THE STREETS



**Herzogenaurach, May 15, 2024** - PUMA's Easy Rider is back in the spotlight.

A retro running silhouette that truly embodies a classic era of footwear design, the iconic Easy Rider touches down for the new season. Rooted in running, the OG Easy Rider has undergone an evolution. In 2024, it's ready to be remixed and reinterpreted by a new generation.

After revolutionizing the jogging craze of the 1970s thanks to its innovative shock-absorbing outsole, the Easy Rider was later adopted by football casuals, becoming a staple of terrace culture.

In this new chapter of the Easy Rider, PUMA introduces the Easy Rider Vintage in a fresh range of clean colorways designed for every day and everyone. Comprising fine mesh and suede with a contrasting white Formstrip, the tonal color schemes include Archive Green, Royal Blue, and PUMA Red tones.

The accompanying visuals show the Easy Rider Vintage in a modern cityscape, where the street is the new track, and the city is the new field.

With this new release, PUMA inaugurates the new Rewrite the Classics series, dedicated to celebrating PUMA's classics and bringing them into a new generation. Inspired by the idea of "Forever Never Stays the Same", the series will continue with additional releases of PUMA classics such as the Palermo and Suede XL in the upcoming month.

New colorways of the PUMA Easy Rider are available starting May 15, 2024, in the US and globally starting June 6, 2024, from [PUMA.com](https://puma.com), PUMA flagship stores, and selected PUMA retailers.

### **Editor's Notes**

As jogging became a global trend, PUMA introduced the Easy Rider in 1977. The running silhouette introduced one of the first outdoor-specific soles in the sports footwear market, developed by Armin Dassler, son of PUMA founder Rudolf Dassler. Once it hit shelves in 1979, the Easy Rider was rolled out in Germany and across Europe. Later, PUMA took the jogging design and introduced an updated version of the Easy Rider for the American market.

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### **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 75 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 about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.