



## PRESS RELEASE

# PUMA REVEAL VELOCITY NITRO™ 3: THE PERFECT TRAINING PARTNER

**Herzogenaurach, 1 January, 2024**

Prepare to experience running the way it should feel, with the PUMA Velocity NITRO™ 3.

The third release in the award-winning Velocity franchise, Velocity NITRO™ 3 features more NITRO™ than ever, ensuring you enter the new year with the perfect training partner.

Its unique foam combination includes two millimetres more of PUMA's innovative NITROFOAM™ - a nitrogen-infused foam technology that provides explosive energy - to ensure you have the cushion, comfort and versatility you need to conquer all types of distance.

A specially engineered, breathable mesh upper is lined with a bespoke PWRTAPE, providing targeted support and structure in areas most prone to stress, whilst the rolled collar is reinforced with foam to enhance comfort and fit. The PUMAGRIP outsole ensures maximum, multi-surface traction, empowering you to move forward with confidence.

The futuristic Psychedelic Rush colour way is built to last, complemented by an elevated black and silver PUMA formstrip, with a predominantly white midsole that stands out as you step into your smoothest of running rides, with the comfort of the world at your feet.

The Velocity NITRO™ 3 Psychedelic Rush will be available starting January 24, 2024 in selected retailers and from February 1, 2024 on PUMA.com and in PUMA flagship stores.

### **Velocity NITRO™ 3 Specifications**

Price: €130

Weight: 264g

Stack Height: 36mm  
Drop: 10mm  
Lifespan: 800km / 500miles

**For more information, please visit: [www.puma.com](http://www.puma.com)**

**Media Contact: [Stefan.Popovic@Puma.com](mailto:Stefan.Popovic@Puma.com)**

## **PUMA**

---

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.