

## **PRESS RELEASE**



### **PUMA partners with Manchester City Manager Pep Guardiola**

**Herzogenaurach, 29 July 2019** – PUMA today announced a new long-term partnership with Manchester City FC Manager Pep Guardiola. This individual agreement follows the launch of PUMA first Manchester City product collection, and underlines both parties commitment to elevate the partnership beyond a traditional sports sponsorship model.

Pep will endorse PUMA products both on and off-pitch, as well as lending his technical expertise and knowledge to PUMA Football, supporting the development of future apparel and footwear innovations. Additionally, he will feature in brand campaigns and be positioned as an overall PUMA brand ambassador.

Following a 16 year playing career and managerial positions at FC Barcelona, FC Bayern Munich and his current role at Manchester City FC, Pep has won 41 major honors. As a top-flight manager, he has a 73.4% win rate, playing an innovative and entertaining style of football to the joy of fans around the world.

“We are delighted to partner with Pep. First as a player and now as a manager, he has demonstrated immense footballing intelligence and work ethic, combined with a relentless drive for improvement and learning,” said Johan Adamsson, Director of Sports Marketing & Sports Licensing at PUMA. “Pep’s principles and passion for the game are perfectly aligned with our vision for PUMA Football.”

Pep Guardiola, said: “I’m delighted to join the PUMA brand. So much of my footballing philosophy and understanding of the game was influenced by Johan Cruyff, who was sponsored by PUMA, and I am proud to follow in his footsteps. I demand the highest levels of performance, and I am looking forward to helping shape the future of PUMA Football to meet the demands of today’s game.”

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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 70 years, PUMA has established a history of making fast product designs for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf and Dobotex. The company distributes its products in more than 120 countries, employs more than 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit [www.puma.com](http://www.puma.com)