



PRESS RELEASE

PUMA Brand Store in Herzogenaurach doubles in size after refurbishment

Herzogenaurach, Germany, May 4, 2020 - Sports company PUMA has reopened its brand store next to its headquarters in Herzogenaurach after a refurbishment. The brand store will offer a modern shopping experience to its customers on twice the sales area and presents the company's current Sports- and Lifestyle collections in fascinating ways.

On a sales area of 640 square meters the brand store offers shoes, apparel and accessories for football, running, training, golf, motorsport, basketball and Lifestyle collections for adults and kids. Motorsport fans can also test their skills in a Formula 1 simulator.

"We are excited to have changed our brand store at the important Herzogenaurach location into a brand experience with flagship character," said Fouad Groß, General Manager Retail Europe. "On a larger sales area we can present all product categories under one roof and bring PUMA Motorsport back to its roots with the virtual F1 race simulator."

The "PUMA x YOU" counter, which will open in the coming weeks, will allow customers to personalize their purchases. Shoes, apparel and accessories can be personalized with prints and embroidery.

The PUMA Outlet in Herzogenaurach will also reopen after receiving a makeover.

Opening Hours: Monday – Friday 0900 am – 0800 pm, Saturday 0900 am – 0600 pm.

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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 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany.