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FASTER.**

PRODUCT BRIEF



FASTEN YOUR SEATBELTS WITH THE LIGHTS OUT PACK

Herzogenaurach, Germany, October 3rd, 2024 — Global sports company PUMA has today launched the Lights Out pack including fresh new color updates to the ULTRA, FUTURE and KING football boots. In the race to the top, take pole position with the Lights Out pack, featuring the latest performance tech and innovation from PUMA. The new pack also marks the return of European club competition under the lights. It's football at full throttle, putting you in the driver's seat. Lights out. Game on.

The Lights Out pack features the ULTRA 5 in ULTIMATE and CARBON editions with both featuring Unisex and Women's Fits. The ULTRA gives you the speed and sensation of a finely tuned machine at your feet giving you a lightweight explosive edge. The ULTIMATE edition has a brand-new SPEEDSYSTEM outsole, with the CARBON edition integrating a custom SPEEDSYSTEM CARBON outsole made of carbon fiber, which makes it 32% springier than the non-carbon version, developed using engineering insights from PUMA Motorsport. Both

versions integrate PUMA's FastTrax stud design, precision-engineered to take you from kick-off to back-of-the-net faster than you can say: lights out.

The FUTURE 7 is designed with an adaptive FUZIONFIT360 upper that provides the ultimate fit. Combining PWRPRINT, PWRTAPE, engineered dual mesh, and stretchy knit for a snug, supportive fit for 360-degree freedom of movement on pitch.

For enhanced touch the FUTURE features 3D grip textures designed for ultimate ball control so you can make every touch count. For optimal agility the FUTURE utilizes the Dynamic Motion System outsole to enhance stability, agility, and traction for rapid, unpredictable changes of direction.

The Lights Out KING lives up to its name with the combination of the non-animal-based K-BETTER™ upper material and the GRIPCONTROL 3D structure on the medial side for enhanced ball control, optimal touch, comfort, and durability. The lightweight outsole features an external heel counter, integrated stability spine, and conical studs, so you have as much control over your movement as you do over the ball.

As a step toward a better future, the uppers of the ULTRA, FUTURE and KING are made with at least 20% recycled materials.

PUMA continues to develop its Women's Fit with a slimmer fit tailored to the anatomy of a woman's foot, the new Lights Out pack Women's Fit is designed to enhance comfort and performance for women playmakers, built different to support the women that make a difference on the pitch.

Score the Lights Out pack on pre-sale from the 3rd October at PUMA.com and specialist retailers and available globally from the 10th October.

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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 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany.