

PRESS RELEASE

## PUMA DEBUTS 'FAST-XP' COLLECTION IN TOKYO – PIONEERING THE FUTURE OF FAST & REDFINING PRODUCT INNOVATION



**Tokyo, 11 September 2025**

Global sports brand PUMA had revealed its most daring innovation yet: the FAST-XP Collection. This radical lineup of hybrid innovation shoes is designed to redefine speed and performance.

Unveiled at the exclusive PUMA NITRO™ Lab in Tokyo - coinciding with the start of the World Athletics Championships Tokyo 2025 – the collection translates the cutting-edge technology of PUMA's existing innovation into futuristic, never-before-seen running models.

In the same way racing car manufacturers use concept cars to test boundary-pushing ideas before they hit the road, PUMA has created the FAST-XP collection to showcase the next generation of speed-driven innovation.

Each shoe draws inspiration from PUMA's most advanced track technologies, re-engineered for both track and field, and road running.

Full details of each 'concept car' in the FAST-XP collection are listed below.

- **FAST-XP SPT**

Inspired by the Berserker – the spike worn by 400m hurdle world record holder Karsten Warholm - the FAST-XP SPT is purpose-built for a 200m and 400m sprinter. With a split, asymmetrical 3D PWRPLATE for banking efficiency on curves, NITROFOAM™ Elite pod for explosive energy return, and a posterior heel wedge to support longer sprint events, it's engineered to amplify every stride, from the blocks to the finish line.

- **FAST-XP LVT**

Taking cues from 13-time world record holder Mondo Duplantis' pole vault spike, the FAST-XP LVT reimagines vertical propulsion for the road. With a dual-density midsole, full-length carbon PWRPLATE spine, and hollow heel geometry, it blends cushioning, stiffness, and reduced weight for elite-level responsiveness mile after mile.

- **FAST-XP PLS**

Born from the Berserker's propulsive DNA, the FAST-XP PLS transforms sprint innovation into a high-performance road shoe. Featuring cascade-shaped NITROFOAM™ geometry paired with NITROFOAM™ Elite and PWRPLATE stability, it delivers plush cushioning, high energy return, and efficient propulsion for long-distance speed.

- **FAST-XP SPG**

Evolving from the FAST RB NITRO™ Elite, the SPG mirrors the explosive rebound of a springboard. Its dual-plate construction, forefoot rocker apex, and strategic NITROFOAM™ Elite pods maximize energy storage and release for fast runners chasing their edge.

- **FAST-XP BLD**

Inspired by the dynamics of carbon blades, the FAST-XP BLD is engineered for aggressive propulsion. A stiffer heel with midfoot rocker works in harmony with flexible forefoot elements and a PWRPLATE-enhanced NITROFOAM™ system, enabling rapid transitions and powerful push-offs.

Anyone looking to experience the FAST-XP collection can do so for one day only – Saturday 13<sup>th</sup> September from 10am – 4pm at the PUMA NITRO™ Lab, Tokyo.

PUMA NITRO™ Lab address: [5 Chome-4-48 Minamiaoyama, Minato City, Tokyo 1007-0062](#)

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.