

PRESS RELEASE



HOW YOU PLAY IS WHAT YOU ARE: FEARLESS. PUMA LAUNCHES THE FEARLESS PACK

The new Fearless Pack features the new ULTRA and the FUTURE 1.4 in red-hot editions

Herzogenaurach, Germany – October 7th, 2022 – PUMA Football has today launched their Generation Fearless campaign featuring the new ULTRA and the FUTURE 1.4 football boots in both Unisex and Women's fit, ready for the winter fixtures and the World Cup.

Generation Fearless is capable of anything. Being fearless is all about being yourself, backing yourself, and staying loyal to your own style, philosophy, and freedom. When you're fearless, you see nothing but potential in every moment, every action, be it the play you make, the clothes you wear, or the track you write. Whatever you do, do you. Welcome to Generation Fearless.

Each player has their own story to tell. In the new Generation Fearless film, each player tells their Fearless story. Whether it is a fearless mindset or fearless performance, the PUMA Fam gives insight into their mentality and what makes them fearless.

How you play is what you are: FEARLESS. With their sleek silhouettes, latest technology, innovation, and audacious color updates, the new ULTRA and FUTURE football boots are here to remind you that no play is too outrageous. The Fearless Pack will be worn by some of the most

fearless players in the world: Neymar Jr., Kingsley Coman, Fridolina Rolfö, Sara Björk, Christian Pulisic, Antony, Nikita Parris and Memphis Depay.

The next generation ULTRA Fearless edition turns seconds into records by fusing the new ultra-lightweight woven upper with a redesigned soleplate tooling for an explosive turn of speed. The gravity defying ULTRAWEAVE technology is PUMA's lightest and most durable material and has been reinforced with the all-new PWRPRINT technology to provide ultimate stability and support, keeping your foot locked in for explosive straight-line speed.

The ULTRA has been engineered to change the game with explosive speed by giving you the edge that can be the difference between winning or losing. First or last. PUMA's special ULTRAWEAVE brand technology has been optimized and integrated into football boots for the first time. The material has also been enhanced with a TPU skin to provide incredible durability at minimum weight.

Another first is the 5-D PWRPRINT technology, placed in key strategic areas of the boot. The cross-divisional innovation provides micro-level reinforcement for optimal lockdown and support, whilst maintaining all of the boot's lightweight properties. The ULTRA also features an all-new soleplate constructed from a dual-density SPEEDPLATE outsole for next-level traction. The result is a more explosive plate and a more reactive toe box that provides added propulsion and energy transfer when going from 0 to fast.

More adaptive and comfortable than ever, the FUTURE Fearless edition is all about future innovation and pushing the boundaries of technology for players who shape the game to their vision and skill. With the FUTURE you don't have to lace up to lock in. The second-generation FUZIONFIT+ technology adapts to the shape of your foot to give you the perfect balance of support and flexibility in each of the key zones, ensuring optimal fit and performance, with or without laces.

The adaptive compression technology perfectly adjusts to the contours of each foot. Paired with a lightweight Nano Grip sockliner insole, the technology minimizes foot slippage inside the boot, allowing you to maintain power transfer for explosive multi-directional movements.

The FUTURE features Advanced Creator Zones that are engineered to enhance ball grip and provide softness in the forefoot, which is key for optimal control and touch when dribbling, passing, and finishing.

The Dynamic Motion System outsole is designed for optimal traction. The super lightweight PEBA tooling system, with its eye-catching soleplate reduces weight and provides a solid base to generate devastating accelerations, movements, and skills in all directions.

Be Fearless with the new ULTRA and FUTURE 1.4 Fearless editions in Unisex and Women's fit, available from October 7th at PUMA.com, PUMA stores and at leading football retailers worldwide.

###

REVEAL: **October 7th, 2022, 9:00am CEST**

GLOBAL ISD: **October 7th, 2022, 9:00am CEST**

IMAGES:

[Fearless Pack Player Imagery](#)

[Fearless Pack Combo Imagery](#)

[ULTRA Fearless Edition Imagery](#)

[FUTURE Fearless Edition Imagery](#)

VIDEO CONTENT:

Generation Fearless YouTube Video – <https://youtu.be/9m-WTobPA-A>

Embed Link – `<iframe width="560" height="315" src="https://www.youtube.com/embed/9m-WTobPA-A" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>`

###

Media Contact:

Luke Haidarovic – Senior Manager PR Teamsports – luke.haidarovic@puma.com

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. <https://about.puma.com/>