



## PRESS RELEASE

### **PUMA boosts up their performance with the sales premiere of Alex Albon Speedcat Pro race boot**

**Herzogenaurach, Germany, October 28, 2020** — Global sports company PUMA delivers pure F1 feeling with the premiere of the Speedcat Pro race boot of Alex Albon. The limited edition of the Aston Martin Red Bull Racing shoe features the same fabrics and functionalities the young Thai is wearing on his quest for more podiums.

PUMA has lived and breathed Motorsport since committing itself to the sport in line with the brands ethos FOREVER FASTER. The result is the design and execution of the best motorsport performance and lifestyle products worldwide. In 2016 the sports company became the outfitter of the Aston Martin Red Bull Racing Formula One team. PUMA is the driver of innovation and technology of race gear for the Milton Keynes based team, supplying race boots, driver suits, balaclavas, underwear and more to support the team and ensure optimum safety whilst it competes at the highest level. The blend of fireproof materials and super light fabrics assists the Aston Martin Red Bull Racing team in their pursuit for the top step of the podium.

For Aston Martin Red Bull Racing driver Alex Albon the Speedcat Pro race boot is his daily companion pushing his Formula One car to the limit: “The Speedcat Pro feels more like a sock than a race boot to me and it’s really comfortable. Some boots can be very tough and restrictive with the materials they’re made out of, but the PUMA Speedcat Pro is nice and your foot just feels free, yet it’s still rigid enough for you to hit the brake pedal hard and keep that feeling in the sole of your foot.” In Formula One, every ounce of weight counts in terms of your equipment, with the young Thai driver acknowledging “Weight can be costly in Formula One and so these shoes are so light it is like having paper on your feet, but with the required safety and comfort needed to be able to perform.”

Alex Albon’s speed addicted kicks feature state of the art materials for racing. The upper and inner lining is made of lightweight fabrics that embrace comfort and ensure protection against fire. Additional weight reduction comes in the form of heel support made of real carbon fiber counter. The low-profile rubber outsole and the EVA wedge provides you 100% control of the pedals with the right amount of comfort while keeping the shoe light and nimble.



## PRESS RELEASE

Safety is always top priority. Consequently the Speedcat Pro was built in compliance with the latest FIA Homologation Regulations for Safety Equipment (FIA Standard 8856-2018) for the best protection in racing.

You better be fast as the Aston Martin Red Bull Racing Speedcat Pro of Alex Albon is only available in a super limited 23 pairs referring to the driver number of the young Thai.

Warm up your click-button with Aston Martin Red Bull Racing Speedcat Pro of Alex Albon being available on [eu.puma.com](http://eu.puma.com) up from Thursday, 29<sup>th</sup> October, 12am (CET).

Media Contact:

Bastian Radloff, Global PR & Social Media Motorsport- ([bastian.radloff@puma.com](mailto:bastian.radloff@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 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>