



PRODUCT BRIEF



PUMA BRINGS THE FIRE WITH THE NEW ACCELERATE MATCH BALL FOR THE 2021/22 LALIGA SEASON

Herzogenaurach, Germany – June 1, 2021 – Sports company PUMA and LaLiga have today unveiled the official match football for the 2021/22 LaLiga season: the ACCELERATE. The main ball for the LaLiga season combines a traditional white base with explosive red, yellow and orange tones to encapsulate the energy of fire.

The ACCELERATE match ball is the perfect ball for accuracy and rapid action. It symbolizes the creation of energy brought to the game by PUMA players such as Luis Suárez, Antoine Griezmann, Jan Oblak, Raphaël Varane, Suso, Jules Koundé and Marc Bartra.

The ACCELERATE's design provides optimal visibility on pitch and due to its eight large panels, permits exceptional connection with the ball enabling pure touch and striking capabilities. The ACCELERATE is FIFA approved, a synonym for high performance with a fresh new design that incorporates cutting-edge technology and high frequency molding to provide perfect sphericity, maintaining the balls shape and reducing water absorption. The aerodynamic surface is 1.2mm textural 3D PU, making it more resistant to abrasion and wear. POE foam is added to increase touch sensitivity, providing a firmer feel and better bounce consistency.

The ACCELERATE 2021/22 LaLiga match ball is available from June 1st at PUMA.com and at select retailers worldwide.

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/>