

PRODUCT BRIEF



CATCH IT IF YOU CAN: THE PUMA KING PLATINUM 21 TURBO

Herzogenaurach, Germany - July 21st, 2022 – Honoring their legacy in speed and Motorsport, PUMA has today launched the PUMA KING Platinum 21 Turbo. The slick and classy new KING honors the legacy of Porsche Turbo with signature KING craftsmanship, plush, premium materials, and the iconic Turbo branding. It doesn't get more legendary.

Made for ultimate touch and control, the KING Platinum 21 Turbo has a classic PUMA black base color with the iconic Porsche Turbo logo inspired by the first ever 911 Turbo car to be launched: the 1974 Porsche 911 Turbo 3.0. A modern classic. Fit for kings.

Hailing over 50 years of heritage and legacy, the KING Platinum 21 Turbo is made for the modern playmakers. As football gets faster and faster, control is key, so the reengineered KING takes its signature look and upgrades your game to the next level.

The KING Platinum 21 Turbo features KINGForm technology: a rib structure that fuses to the super-soft leather upper in key contact areas to deliver superior touch and increased responsiveness. The KING combines an aggressive MoveKontrol Plate outsole for optimized traction and specially crafted KomfortSystem for next-level comfort with super-soft anatomical padding and a knitted tongue for a natural snug fit.

Catch the PUMA KING Platinum 21 Turbo available from July 21st at PUMA.com, PUMA stores and select retailers worldwide.

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