



PRESS RELEASE

Work out with the kids: PUMA and CYBEX launch collection of strollers aimed at active parents

Herzogenaurach (Germany), August 26th, 2021 - Sports company PUMA and German expert in child goods CYBEX have created a collection of strollers aimed at active parents who enjoy taking their children along when they exercise.

The collection will feature two styles. The ZENO is a 4-in-1 stroller which can be pushed, pulled, or even attached to a bike or skis, while the AVI is a lightweight sport stroller, ideal for running. Both products feature reflective elements and protective PUMA 'stand guards' on strategic areas of the strollers, to allow for optimal visibility at any time of the day.

"This year, PUMA has introduced innovative technologies, such as NITRO Foam, and launched a whole new family of performance running shoes," said PUMA CEO Bjørn Gulden. "A perfect addition to these are the products that we created together with CYBEX. The two strollers are running products for parents who want to keep up their active lifestyle."

Both the ZENO and AVI strollers will appear in a brand-new design, giving them an athletic look and feel which is inspired by the PUMA's latest running campaign.

"We are excited to announce this first-time partnership and collaboration. Our shared passion for products, our vision for the future of running and active modern parenthood are perfectly aligned with Puma", said CYBEX CEO Johannes Schlamming. "Our commitment to creating technologies with state-of-the-art innovation make this joint venture one that can really spark change for runners and parents."

About 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 about 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

About CYBEX

Established in 2005, German company CYBEX is globally recognized for its iconic design, innovative technology, easy functionality, and superior safety features on all its products for stylish adults embarking on parenthood. Making sure their products fit parents' lifestyles perfectly, CYBEX surprises with high-end fashion collections inspired by the newest runway trends and haute couture designs. In early 2014, CYBEX joined Goodbaby International Holding Limited. The group is one of the world's leading enterprises for the development and production of child and teen goods. Find more information at www.cybex-online.com.

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