

AW20 RUNNER ID

Product Brief

UltraRide Runner ID

Product Story

Sometimes to reach extraordinary places, you have to remove excess boundaries. Built on the foundation of Reductionist Theory, UltraRide removes the limits with outsole cutaways to leave you with one basic running essential: cushioning and responsiveness for limitless potential. A light upper and supportive midsole plate merge through a dynamic bridge design. With reflective Runner ID technology for night visibility, combined with PROFOAMLITE cushioning and rubber surface for power at toe-off, UltraRide carries you to great.

Tech Points

LIGHTWEIGHT: Negative space in the midsole reduces weight for a lighter stride.

CUSHIONING: New PROFOAMLITE features an extremely lightweight, high-rebound EVA for instant cushioning.

PROPULSION: Engineered PROPLATE provides reflex at toe-off to propel you forward through every stride.

VISIBILITY: 3M reflectivity helps identify the runner during low-light conditions.

Headline

ULTRA REFLECTIVE

ULTRA RESPONSIVE

APPAREL (Product Stories)

Men's

Run Lite Woven Ultra Jacket

Product Story

A PUMA running icon, the Ultra Jacket takes inspiration from the 2020 Games with a deep heritage in sport at its core. A technical jacket fully equipped with 360-degree reflectivity, storage solutions, dryCELL technology and ventilation features, and lightweight, recycled fabric. All that's left to see: Great.

Tech Points

COMFORT: dryCELL technology keeps you dry and comfortable throughout your workout.

LIGHTWEIGHT: Recycled, lightweight fabric with textured face for effortless movement during your run.

VISIBILITY: Reflective graphics for enhanced, 360-degree visibility in low-light conditions.



Run Lite Woven 7" Short

Product Story

The Run Lite Woven 7" Short is a running essential. Featuring lightweight and recycled fabric, secured storage solutions, 360-degree reflectivity, and dryCELL technology to keep you dry and comfortable, this short is nothing short of great.

COMFORT: dryCELL technology keeps you dry and comfortable throughout your workout.

LIGHTWEIGHT: Recycled, lightweight fabric for effortless movement during your run.

VISIBILITY: Reflective graphics for enhanced, 360-degree visibility in low-light conditions.

Runner ID SS Tee

Product Story

Call it a running must-have. The Runner ID SS Tee is built with PUMA's dryCELL technology to keep you dry and comfortable during your workout. An ultra-comfortable fabric for an enhanced, close-to-body feel features PUMA's Runner ID technology to identify you on the road in low-light conditions. Night stride, approved.

Tech Points

COMFORT: dryCELL technology keeps you dry and comfortable throughout your workout.

VISIBILITY: Using biological motion and 3M reflectivity, Runner ID identifies the human form during low-light conditions.

FIT: Flatlock stitching provides less friction while you run, with side-seam vents for increased freedom of movement.

Runner ID Hooded Jacket

Product Story

A staple running style, the Runner ID Hooded Jacket is ideal for colder months. With strategically placed Runner ID technology, 3M reflectivity helps identify you on the road in low-light conditions. PUMA's signature dryCELL technology and textured, winterized fabric keeps you warm and comfortable as you run. Zip up and get out there no matter the condition.

Tech Points

COMFORT: dryCELL technology keeps you dry and comfortable throughout your workout.

VISIBILITY: Using biological motion and 3M reflectivity, Runner ID identifies the human form during low-light conditions.

FIT: Winterized fabrics keep you warm and secure during exercise, with overlaid external storm cuffs for weather protection.



Runner ID Tapered Pant

Product Story

A staple running style, the Runner ID Tapered Pant is ideal for colder months. With strategically placed Runner ID technology, 3M reflectivity helps identify you on the road in low-light conditions. PUMA's signature dryCELL technology keeps you dry and comfortable, while an adjustable waistband gives you a secure feel. Run the streets no matter the condition.

Tech Points

COMFORT: dryCELL technology keeps you dry and comfortable throughout your workout.

VISIBILITY: Using biological motion and 3M reflectivity, Runner ID identifies the human form during low-light conditions.

FIT: Adjustable waistband provides a personalized, secure fit through your run.

Women's

Run Lite Woven Ultra Jacket

Product Story

A PUMA running icon, the Ultra Jacket takes inspiration from the 2020 Games with a deep heritage in sport at its core. A technical jacket fully equipped with 360-degree reflectivity, storage solutions, dryCELL technology and ventilation features, and lightweight, recycled fabric. All that's left to see: Great.

Tech Points

COMFORT: dryCELL technology keeps you dry and comfortable throughout your workout.

LIGHTWEIGHT: Recycled, lightweight fabric with textured face for effortless movement during your run.

VISIBILITY: Reflective graphics for enhanced, 360-degree visibility in low-light conditions.

Run Lite Woven 3" Short

Product Story

The Run Lite Woven 3" Short is a running essential. Featuring lightweight and recycled fabric, secured storage solutions, 360-degree reflectivity, and dryCELL technology to keep you dry and comfortable, this short is nothing short of great.



Tech Points

COMFORT: dryCELL technology keeps you dry and comfortable throughout your workout.

LIGHTWEIGHT: Recycled, lightweight fabric for effortless movement during your run.

VISIBILITY: Reflective graphics for enhanced, 360-degree visibility in low-light conditions.

Runner ID Fitted SS Tee

Product Story

Call it a running must-have. The Runner ID Fitted SS Tee is built with PUMA's dryCELL technology to keep you dry and comfortable during your run. An ultra-comfortable fabric for an enhanced, close-to-body feel features PUMA's Runner ID reflective technology to help identify you on the road in low-light conditions. Night stride, approved.

Tech Points

COMFORT: dryCELL technology keeps you dry and comfortable throughout your workout.

VISIBILITY: Using biological motion and 3M reflectivity, Runner ID identifies the human form during low-light conditions.

FIT: Flatlock stitching provides less friction while you run, with ergonomic cutlines for maximum freedom of movement.

Runner ID Full Tight

Product Story

A staple running style, the Runner ID Full Tight is ideal for colder months. With strategically placed Runner ID technology, 3M reflectivity helps identify you on the road in low-light conditions. PUMA's signature dryCELL technology keeps you dry and comfortable, while a textured, winterized fabric offers added warmth. Run the streets no matter the condition.

Tech Points

COMFORT: dryCELL technology keeps you dry and comfortable throughout your workout.

VISIBILITY: Using biological motion and 3M reflectivity, Runner ID identifies the human form during low-light conditions.

FIT: Textured, winterized fabric provides a warm and secure fit during outdoor exercise.

Runner ID Hooded Jacket

Product Story

A staple running style, the Runner ID Hooded Jacket is ideal for colder months. With strategically placed Runner ID technology, 3M reflectivity helps identify you on the road in low-



light conditions. PUMA's signature dryCELL technology and a textured, winterized fabric keeps you warm and comfortable as you run. Zip up and get out there no matter the condition.

Tech Points

COMFORT: dryCELL technology keeps you dry and comfortable throughout your workout.

VISIBILITY: Using biological motion and 3M reflectivity, Runner ID identifies the human form during low-light conditions.

FIT: Winterized fabric keeps you warm and secure during exercise, with overlaid external storm cuffs for weather protection.