



PRESS RELEASE

WINNIE HARLOW MAKING MOVES IN THE ALL NEW PUMA CRUISE RIDER

Herzogenaurach, Germany; November 18th, 2020 — Sports company PUMA is adding a fresh extension to the Rider family, the **Cruise Rider** – featuring fresh colors and a bold design. PUMA ambassador Winnie Harlow takes her style sky high with this new shoe that is higher, bigger and better than any Rider yet.

“The new Cruise Riders are sooooo me!” says Winnie Harlow. “What I love most about them is that I don’t have to worry what I pair them with, they go with everything.”

The **Cruise Rider** is a women’s specific style made for those who are making big moves. This kick is a step above the rest with fun color blocking, a dynamic material mix, and a stacked outsole. The silhouette features a slightly higher midsole with sculpting details, a TPU piece in the back, and Rider foam for the ultimate comfort. A mesh and nylon upper with suede overlays in vibrant colors like teal, bright yellow, and a dash of pink, adds a playful touch to the design.

Make moves with the all-new PUMA **Cruise Rider** when it drops on PUMA.com, PUMA stores and select retailers on November 18th. New and exciting colorways will be available during 2021.

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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. www.about.puma.com