



PUMA RUNNING

PERFORMANCE RUNNING GUIDE



FASHION

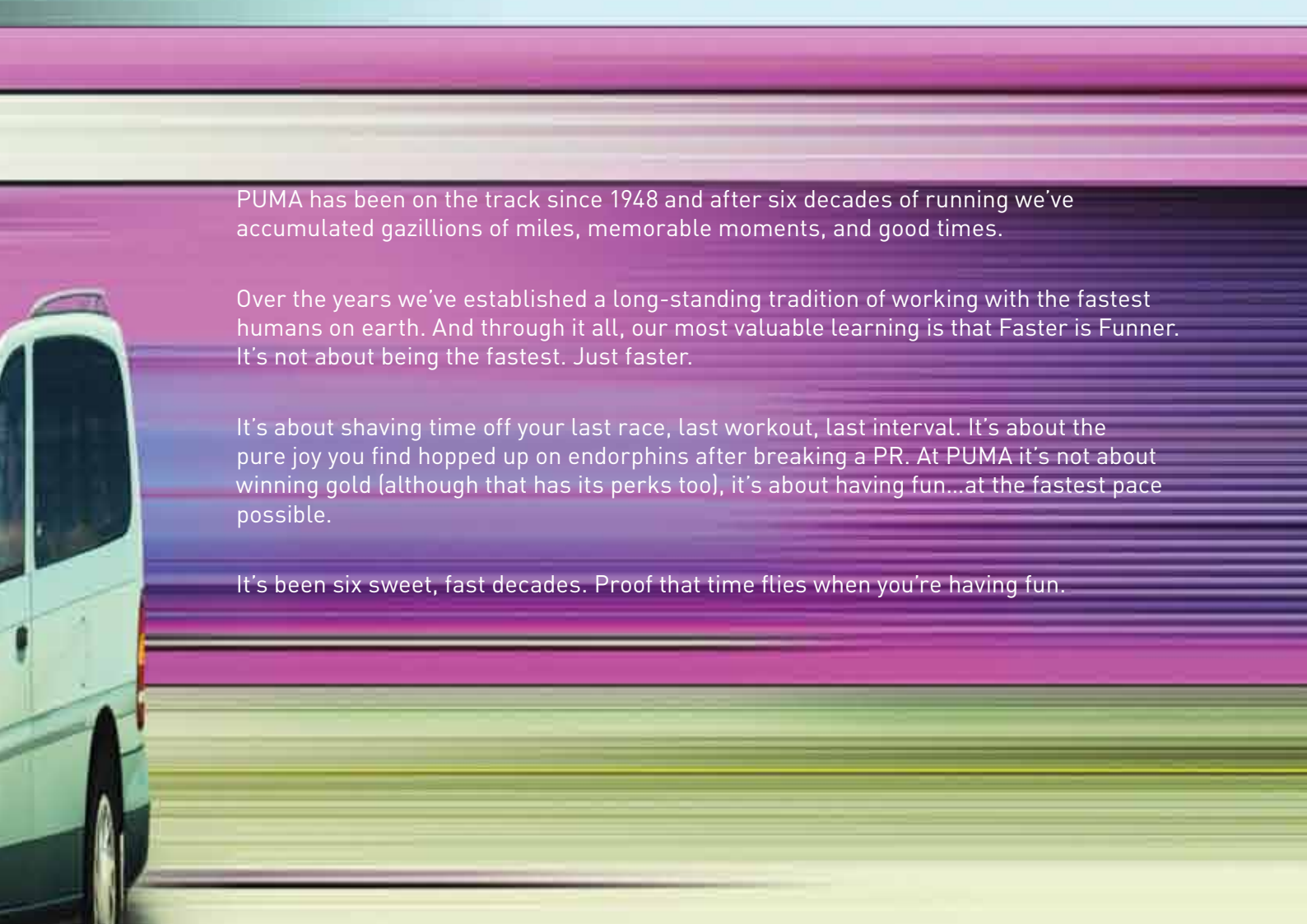
WOMENS CLOTH

MA

Ave.

NO
PARKING
ANY
TIME



A white van is shown on the left side of the frame, partially cut off. The background is a vibrant, multi-colored gradient with horizontal streaks, suggesting motion or speed. The colors transition from purple at the top to blue, green, and yellow at the bottom.

PUMA has been on the track since 1948 and after six decades of running we've accumulated gazillions of miles, memorable moments, and good times.

Over the years we've established a long-standing tradition of working with the fastest humans on earth. And through it all, our most valuable learning is that Faster is Funner. It's not about being the fastest. Just faster.

It's about shaving time off your last race, last workout, last interval. It's about the pure joy you find hopped up on endorphins after breaking a PR. At PUMA it's not about winning gold (although that has its perks too), it's about having fun...at the fastest pace possible.

It's been six sweet, fast decades. Proof that time flies when you're having fun.

PUMA RUNNING HISTORY



1924: Foundation of Gebrüder Dassler Schuhfabrik (Dassler Brothers Shoe Company) in Herzogenaurach, Germany.

1936 Olympics in Berlin: 7 Gold Medals and 5 Bronze. Jesse Owens wins 4 Gold Medals wearing Dassler shoes.

1948: Rudolph Dassler breaks away to create PUMA.

1952 Olympics in Helsinki: Josef Barthel wins Gold in the 1500m as does the United States women's relay team in the 4x100 relay. All while wearing PUMA shoes.

1954 Yokohama: West Germany's Heinz Fütterer sets a new World Record in the 100m wearing PUMA spikes.

1960 Olympics in Rome: Armin Hay wins Gold in the 100m sprint wearing PUMA track shoes.



1964 Olympics in Tokyo: Gold Medal winners in the 3000m steeplechase, long jump, and marathon all wear PUMA.

1968 Olympics in Mexico City: Gold Medals in the 200m, 4x400m, 110m high hurdles, and pole vault. And Jim Hines is the first person to break 10 seconds in the 100m dash.

1972 Olympics in Munich: Gold in the pentathlon, 400m hurdles, long jump, and javelin. After winning the 400m hurdles, Akii-Bua invents the "victory lap."

1973-76: America's Dwight Stone sets 3 World Records in the high jump in PUMA shoes.

1979/1981: America's Renaldo Nehemiah sets 3 World Records in the 110m hurdles wearing PUMA spikes.

1983: America's Sydnee Maree sets a new World Record in the 1500m wearing PUMA spikes.

1984 Olympics in Los Angeles: Evelyn Ashford wins 2 Gold Medals in the 100m and 4x100m wearing PUMA spikes.

1992 Olympics Barcelona: 3 Gold Medals for PUMA in the long jump, 5000m, and 100m.



1993: At the Track and Field World Championship in Stuttgart, PUMA wins 5 Gold Medals, including a new World Record in the 110m hurdles set by Colin Jackson.



1994: New World Records in the 50m and 60m high hurdles.

1995: New World Records in the 60m and 200m races, and the triple jump (18.29m, which still stands).

2000 Olympics in Sydney: Gold Medals in the 200m and 1500m races.

2004 Olympics in Athens: Jamaican women take home Gold in the 4x100m.



2008 Olympics in Shanghai: Jamaican sprinter and PUMA athlete, Usain Bolt, becomes the world's fastest man, setting the World Record in the 100m in 9.69, and the 200m in 19.30. To add the icing to his birthday cake (he celebrated his 21st after his second gold), he leads his Jamaican team to another Gold and another world record in the 4x100m relay. Three Gold Medals. Three World Records.

2009 Berlin World Championships: Usain Bolt obliterates the competition and two of his own World Records, clocking an unheard-of 9.58 in the 100m, and 19.19 in the 200m to capture Gold Medals and the imaginations of runners all over the world. Together with the rest of the Jamaican 4X100m relay team, he also takes Gold with a championship record setting time of 37.31s.



FEATURES



ArchTec Support: Located in the arch of the foot. Increases the functional firmness and decreases the weight of the shoe, while still allowing the necessary and natural twist of fore- and rear foot.



Comfort Last: Special PUMA last shape for maximum fit and comfort. Built for the specific anatomical and biomechanical needs of the runner.



Decoupled Heel Construction: A heel outsole and midsole geometry that decouples the impact zone of the shoe from the rest of the midsole. When combined with flex grooves for a smooth first impact and roll off from heel to toe, this decoupling reduces the velocity and degree of pronation.



duoCELL: Specifically engineered for durable cushioning and maximum stability. The CELL layers greatly reduce impact forces upon heel strike. The independent CELLS support a natural foot motion and slow the foot's inward rotation for optimized foot strike.



EverFoam: Special slow recovery foam heel construction for a heel fit that perfectly adjusts to the heel contour.



EVA-Board: Proven EVA replacement for the standard brand-sole for additional comfort and cushioning.



EverGrip: Special outsole composite and geometry for improved grip and traction in heavy terrain.



EverRide: Blown rubber outsole is highly abrasion-resistant and provides extra cushioning while reducing weight.



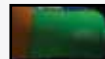
EverTrack: A highly abrasion-resistant composite provides durability in high-wear areas of the outsole.



KMS Lite: Innovative PUMA midsole material, that's 30% lighter than standard PUMA-EVA and reduces the overall weight of the shoe up to 10%.



IdCELL: EVA-based cushioning, low-density material for improved shock absorption. The anatomically specific placement is designed to protect and support during the gait cycle.



IdCELL Lasting: Combined lasting method which uses KMS LITE as a strobrel lining material for improved heel cushioning and decreased weight. Comes in different degrees of hardness depending on the purpose of the shoe.



Lightweight Sockliner: The comfort sockliner is made of two layers for optimized fit and comfort plus fast material regeneration. Additional perforations minimize weight and increase breathability. Moisture-wicking top fabrics provide durable comfort and dry feet.



Performance Last: Special PUMA last shape for lightweight running shoes. Less volume in the mid foot section keeps the shoe light and provides a more snug fit for faster runs and runners.



OrthoLite® Sockliner: Consists of either one or two layers for maximum fit and comfort, fast material regeneration, and optimal air circulation. Antimicrobial (charcoal ingredients) material constructed from very clean open PU foam.



M2D: Second EVA density on the medial side of the midsole, which helps to stabilize the foot during the stance phase.



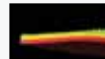
M2D+: Evolution of our original M2D, it decreases weight by up to 30% while increasing the flexibility and transition from heel to toe.



Reflectives: For more secure running at dawn and at night.



Sandwich mesh: Special upper mesh material with a high degree of breathability. Lowers the risk for blisters and decreases weight.



Sockliner EVA: 3D molded EVA sockliner for perfect instep comfort and performance.

COMPLETE VELOSIS 2

- ❶ **OrthoLite Sockliner:** Comfort sockliner for maximum fit and comfort, fast material regeneration, and optimized air circulation. The sockliner is also antimicrobial.
- ❷ **ldCELL:** EVA based cushioning material for improved shock absorption in the heel crash zone and as a full-length top layer.
- ❸ **duoCELL:** Long-lasting cell insert in heel for improved shock absorption.
- ❹ **KMS Lite:** Midsole EVA foam provides better cushioning properties for less weight.
- ❺ **ldCELL Board in the Heel:** Proven EVA replacement for the standard brand-sole for additional comfort and shock absorption in the heel.
- ❻ **ArchTec Support** for the arch of the foot. Increases the functional firmness and saves weight.
- ❼ **EverRide Blown rubber** outsole for improved forefoot cushioning, also saves weight compared to other materials. (gray rubber on sole)
- ❽ **EverTrack** Long-lasting rubber composite used in the outsole area provides durability. (black rubber on sole)



COMPLETE VECTANA 2

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- ❼ **EverRide:** Blown rubber outsole for improved forefoot cushioning, also saves weight compared to other materials. (gray rubber on sole)
- ❽ **EverTrack:** Long-lasting rubber composite used in the outsole area provides durability. (black rubber on sole)
- ❾ **M2D:** Second EVA density on the medial side of the midsole, which helps to stabilize the foot during the stance phase.



PRONATION

Pronation is simply a normal foot in motion, from foot strike on the outside of the heel through the inward roll of the foot. If the foot pronates too much or too little and does so frequently, wearing the wrong type of shoe will lead to painful shins and joints and possible injury.



(left foot)



UNDERPRONATION:
when the feet do not roll inward enough.



(left foot)



NEUTRAL



(left foot)



OVERPRONATION:
when the feet roll inward too much.

Pronation control

STABILITY - EVERYDAY TRAINING

Designed to guide the foot into a natural foot strike for those runners who pronate more than normal.

SPECTANA

VECTANA

ITANA

NEUTRAL - EVERYDAY TRAINING

Built with maximum cushioning for underpronators to mild overpronators.

VELOSIS

VENTIS

LIGHTWEIGHT - RACING AND FASTER TRAINING

Lightweight trainer for faster-paced sessions, races from 5K to the marathon, or for lightweight runners.

EUTOPIA 2

CONCINNITY 4

ROADRACER

TRACK AND FIELD

For more than 60 years PUMA has been making the fastest track spikes in the industry. We've been fortunate to work with the fastest humans on earth. We've given athletes like Armin Hary, Tommie Smith, Wilson Kipketer, and Usain Bolt the products and platform to change the sport with speed and spontaneity. These athletes and our spikes have always been ahead of their time—and everyone else's. Just take a look at the results accomplished in the Theseus and Harambee alone:



THESEUS

| | |
|-------------|----------------------|
| 100m: | 9.58 (World Record) |
| 200m: | 19.19 (World Record) |
| 300m: | 30.97 (2nd Fastest) |



HARAMBEE

| | |
|-----------------|------------------------|
| 800m: | 1:42.27 (Top 10) |
| 1000m: | 2:11.96 (World Record) |
| 1500m: | 3:26.34 (2nd Fastest) |
| Mile: | 3:43.40 (2nd Fastest) |
| 3000m SC: | 7:53.63 (World Record) |
| 5000m: | 12:48.66 (Top 10) |
| 10,000m: | 26:38.76 (Top 10) |



184717



184720

COMPLETE VELOSIS 2

EVERYDAY NEUTRAL TRAINER

Upper: EverFoam, Sandwich Mesh, OrthoLite® Sockliner, Reflectives

Midsole: ArchTec, duoCELL, KMS Lite, IdCELL

Outsole: Decoupled Heel Construction, EverRide, EverTrack

This neutral trainer offers the comfort you need without sacrificing the speed you desire. EverFoam in the heel and a dual-layer Ortholite® sockliner provide the comfort and fit you need to keep your feet smiling through the toughest training. Full-length IdCELL and heel duoCELL add cushioning while an easy toe-off technology creates a smoother stride.



184401



184402

COMPLETE VENTIS EVERYDAY NEUTRAL TRAINER

Upper: EverFoam, Sandwich Mesh, OrthoLite® Sockliner, Reflectives

Midsole: ArchTec, duoCELL, KMS Lite, ldCELL

Outsole: Decoupled Heel Construction, EverRide, EverTrack

The Ventis is a sleek high-performer with enough cushioning to handle a daily training beat-down, while delivering plenty of flex and direct feel for the ground. We fine-tuned the ArchTec support to allow for a natural, flexible heel-to-toe transition. We packed a large ldCELL crash pad in the heel to ensure a soft landing. And we gave it our “Fast Forward” design to deliver a fast, effortless toe-off.



COMPLETE SPECTANA EVERYDAY STABILITY TRAINER

Upper: EverFoam, Sandwich Mesh, OrthoLite® Sockliner, Reflectives

Midsole: ArchTec, duoCELL, KMS Lite, IdCELL, M2D+

Outsole: Decoupled Heel Construction, EverRide, EverTrack

Steadfast, strong, and a softy at heart. The Spectana is our most stable trainer. Stability comes from our patented M2D+ medial support technology. It's a lightweight, unrestricted, and self-tuning material design that works like corrugated cardboard - the inner ridges combine structural rigidity with superior cushioning when and where you need it. For maximum cushioning, we've lined the Spectana with full-length IdCELL and a dual layer OrthoLite® X40 Sockliner. Plus, we've added a few millimeters more blown rubber in the forefoot to guarantee comfort.



COMPLETE VECTANA 2 EVERYDAY STABILITY TRAINER

Upper: EverFoam, Sandwich Mesh, OrthoLite® Sockliner, Reflectives

Midsole: ArchTec, duoCELL, KMS Lite, IdCELL, M2D

Outsole: Decoupled Heel Construction, EverRide, EverTrack

Maximum cushioning, maximum guidance, and a dynamic toe-spring design to boot. This tech'd-out trainer is equipped with our patented M2D Technology for added stability, all the time, any time. EverFoam in the heel and an Ortholite® sockliner make it über comfortable, with added cushioning reinforcements in the midsole's duoCELL and IdCELL.



COMPLETE ITANA EVERYDAY STABILITY TRAINER

Upper: EverFoam, Sandwich Mesh, Reflectives

Midsole: ArchTec, duoCELL, KMS Lite, IdCELL, M2D

Outsole: Decoupled Heel Construction, EverRide, EverTrack

This one-two punch of steady and soft ensures your foot has everything it needs. M2D T echnology offers extra stability for enhanced stride and sweet rhythm-making. And the duoCELL and IdCELL are engineered cushioning, acting as a pillow of forgiveness from start to home stretch to finish.



184406



184407

COMPLETE CONCINNITY LIGHTWEIGHT TRAINER/RACER

Upper: Sandwich Mesh, Reflectives, Lightweight sockliner

Midsole: ArchTec, KMS Lite, IdCELL

Outsole: Decoupled heel construction, EverRide, EverTrack

Lightweight for sure, but this is one racer that the competition don't want to mess with. The Complete Concinnity 4 is designed for runners who want a little extra cushioning in their racing shoe. The strategically placed IdCELL and ArchTec provide protection and support during the gait cycle, while the sandwich mesh construction offers a high-degree of breathability and helps save weight. Sturdy, but light enough for your fastest performance, from a 5K to a marathon.



COMPLETE EUTOPIA LIGHTWEIGHT TRAINER/RACER

Upper: Sandwich Mesh, Reflectives, Lightweight sockliner

Midsole: ArchTec, KMS Lite, IdCELL

Outsole: Decoupled heel construction, EverTrack

Designed with the biomechanically efficient runner in mind. The sandwich mesh construction and lightweight sockliner provide an optimized fit with a high-degree of breathability, that will make your feet sing. [And possibly dance.] The KMS Lite offers improved heel cushioning without the extra weight. It's a match made in heaven for runners who prefer a little extra cushioning in their racing flat, or those looking for a lightweight trainer for tempo runs or long sessions on the track.



184726



184727

COMPLETE NIGHTFOX TR NEUTRAL TRAINER FOR TRAILS

Upper: EverFoam, Reflectives, EVA 3D Molded Sockliner

Midsole: ArchTec, EVA, IdCELL

Outsole: Decoupled Heel Construction, EverTrack, Rock Shield Plate

Built-to-last. The Nightfox provides exceptional traction, protection, and support over tough terrain. It's a fully-packed security system for your stride: the EverFoam heel creates a snug, protective fit while the Rock Shield Plate plays bodyguard; reflectives answer the call through dawn-breaking mileage and dusky evening runs; and a decoupled heel construction reduces pronation velocity.



184731



184732

COMPLETE VENTIS TR WATER-REPELLENT NEUTRAL TRAIL SHOE

Upper: EverFoam, Sandwich Mesh, OrthoLite® Sockliner, Reflectives

Midsole: ArchTec, duoCELL, KMS Lite, ldCELL

Outsole: Decoupled Heel Construction, EverRide, EverTrack, EverGrip

Think training. In December. In the cold. This versatile trainer is rearing to go, even in the moments when you're not. It's winter ready with a grip outsole and water repellent upper. Not to mention a decoupled heel construction for lower pronation velocity and bling-bling reflectives for shorter days and dusky evenings.



184729



184730

COMPLETE ITANA TR ALL-WEATHER STABILITY TRAINER

Upper: EverFoam, Sandwich Mesh, Reflectives

Midsole: ArchTec, duoCELL, KMS Lite, IdCELL, M2D

Outsole: Decoupled Heel Construction, EverRide, EverTrack

Smooth ride? Check. Soft fit? Check again. This trainer has everything you need for a comfortable fit and steady stride. M2D Technology offers extra stability while duoCELL and IdCell enhance cushioning. The decoupled heel construction, EverTrack, and reflectives lend stability, durability, and protection through rain, sleet, and sunshine and through 10 miles and counting.



184833

COMPLETE NIGHTFOX TR GTX ALL-WEATHER NEUTRAL TRAINER

Upper: EverFoam, Reflectives, EVA 3D Molded Sockliner, GORE-TEX® XCR®

Midsole: ArchTec, EVA, IdoCELL

Outsole: Decoupled Heel Construction, EverTrack, Rock Shield Plate

Built-to-last. The Nightfox provides exceptional traction, protection, and support over the river (with its water-repellant Gore-Tex upper) and through the woods (with its protective Rock Shield Plate). It's a fully-packed security system for your stride: the EverFoam heel creates a snug, protective fit; reflectives answer the call through dawn-breaking mileage and dusky evening runs; and a decoupled heel construction reduces pronation velocity.



184837



184838

COMPLETE VENTIS TR GTX WATERPROOF NEUTRAL TRAINER

Upper: EverFoam, Sandwich Mesh, OrthoLite® Sockliner, Reflectives

Midsole: ArchTec, duoCELL, KMS Lite, ldCELL

Outsole: Decoupled Heel Construction, EverRide, EverTrack, EverGrip

Think training. In December. In the cold. This versatile trainer is rearing to go, even in the moments when you're not. It's winter ready with a grip outsole and a GORE-TEX® XCR® water repellent upper. Not to mention a decoupled heel construction for lower pronation velocity and bling-bling reflectives for shorter days and dusky evenings.



COMPLETE VENTIS TR ILLUME EVERYDAY NEUTRAL TRAINER

Upper: EverFoam, Sandwich Mesh, OrthoLite® Sockliner, Reflectives, Water Repellent

Midsole: ArchTec, duoCELL, KMS Lite, IdCELL

Outsole: Decoupled Heel Construction, EverRide, EverTrack, EverGrip

Think training. In December. In the cold. This versatile trainer is rearing to go, even in the moments when you're not. It's winter ready with a grip outsole and water repellent upper. Not to mention a decoupled heel construction for lower pronation velocity and bling-bling reflectives for shorter days and dusky evenings.



COMPLETE TFX ROADRACER 4 PRO RACING FLAT

Upper: Sandwich Mesh, Lightweight sockliner

Midsole: KMS Lite, IdCELL

Outsole: EverRide, EverTrack

Meet Swifty McSwift. This near-weightless shoe will help you shed the extra ounces while still providing enough cushioning and protection to go longer distances. We used sandwich mesh, ArchTec, and EverRide to save weight so that you'll smash PRs in any race—from the 5K to marathon.



184841



184842

COMPLETE HARAKA XC SPIKELESS XC RACER

Upper: Mesh and Synthetic Materials

Midsole: KMS Lite EVA

Outsole: Spikeless EverTrack

Win cross country races in style. This spikeless racer offers a sock-like fit and all the protection and stability you need in any racing conditions. The mash up of mesh and synthetic actively supports your foot while enhancing breathability—keeping you fast and fresh. And to ensure the utmost protection, cushioning, and longevity, KMS Lite EVA is integrated into the midsole to keep the shoe swift and lightweight.



COMPLETE TFX HARAKA XCS XC RACING SPIKE

Upper: Mesh and Synthetic Materials

Midsole: KMS Lite EVA

Outsole: 6 Spike EverTrack

Win cross country races in style. This XC spike offers a sock-like fit and all the protection and stability you need in any racing conditions. The mash up of mesh and synthetic actively supports your foot while enhancing breathability — keeping you fast and fresh. And to ensure the utmost protection, cushioning, and longevity, KMS Lite EVA is integrated into the midsole to keep the shoe swift and lightweight.



COMPLETE HARAMBEE PRO 3 FASTEST DISTANCE SPIKE EVER

Upper: Mesh and Synthetic Materials

Midsole: KMS Lite EVA

Outsole: Soft, full-length TPU plate with 6 steel receptacles

Looking for the highest quality long-distance spike on the market? Look no further; the new Harambee 3 is here to deliver the goods. With a full sandwich mesh upper of ultra-soft micro fiber-bonded synthetic, it fits a whole lot better than any glove—it fits like a Harambee 3 Pro.



184449

COMPLETE TFX DISTANCE 2 FUNCTIONAL DISTANCE SPIKE

Upper: Air Mesh and Synthetic Materials

Midsole: Full-Length EVA, EVA Heel Wedge, Padded Tongue

Outsole: TPU Plate, Rubber with 7 steel receptacles

Future medalists: lace up here. We designed the TFX Distance with the high school distance runner in mind. It's an easy-breathing, full air mesh spike equipped with every feature you'd imagine. The upper is comfortable and sock-like with no heel counter. It has a big EVA heel wedge for shock absorption, and a full layer of 2mm EVA running along its entire length. And we tuned the plate to be the softest in the TFX range.



COMPLETE TFX MILER 2 MIDDLE DISTANCE TRACK SPIKE

Upper: Air Mesh and Synthetic Materials

Midsole: EVA, Padded Tongue

Outsole: Rubber with 7 steel receptacles

Designed for multi-event, renaissance competitors who need the responsive feel of a sprint shoe and the cushioning of a distance shoe. The Complete TFX Miler 2 is jam-packed with sweet technological goodness that goes the distance. The full air mesh upper with synthetic leather reinforcements offers sock-like comfort without the restraint of a heel counter. The EVA heel wedge and EVA midsole handle shock absorption duties. And the durable TPU plate provides optimum responsiveness for the middle distances.



COMPLETE TFX ALLROUND 3 ALL-AROUND TRACK SPIKE

Upper: Air Mesh and Synthetic Materials

Midsole: Full-Length EVA, Padded Tongue

Outsole: TPU Plate with 7 steel receptacles

Who says you can't be all spikes to all people? With plenty of cushioning and stability, this versatile spike lives up to its name, providing superior performance for smoking the competition across a variety of running disciplines.



184552

COMPLETE THESEUS 3 PRO FASTEST SPRINT SPIKE EVER

Upper: Synthetic Leather, Asymmetrical Lacing

Midsole: Microfiber Suede Lining

Outsole: Full-Length Pebax Spike Plate, 8 Steel receptacles, 8 Spikes pin shape, Wrench

Inspired by the PUMA spikes worn by the World's Fastest Human, Usain Bolt, the TFX Theseus Pro is the premier spike for power sprinters. Crafted from the highest quality micro fiber synthetic and lined with highest quality synthetic suede, this spike provides plenty of support and fits like a custom-designed, performance-engineered super glove. The spike plate is reinforced with real, woven carbon fiber for a more responsive toe off and lightweight pressure distribution. It's the best-of-the-best for the best in the world.



COMPLETE TFX SPRINT 2 FUNCTIONAL SPRINT SPIKE

Upper: Air Mesh and Synthetic Leather

Midsole: Full-Length EVA, Padded Tongue

Outsole: TPU Plate, Rubber, 7 Steel Receptacles and 7 Spikes
Pin Shape, Wrench

We designed the TFX Sprint 2 for fast-twitching sprinters and hurdlers. This fleet, versatile shoe comes mounted on a TPU spike plate and a solid rubber outsole to increase traction and speed. The synthetic leather and air mesh upper adds support, comfort, and signature PUMA style so you can stand out from the pack, from start to finish.

