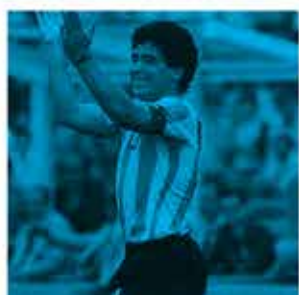


# ANNUAL REPORT 2018

PUMA 70





**SINCE 1948**

SINCE 1948, PUMA HAS RELENTLESSLY PUSHED SPORT AND CULTURE FORWARD BY CREATING FAST PRODUCTS FOR THE WORLD'S FASTEST ATHLETES. WE DRAW STRENGTH AND CREDIBILITY FROM OUR HERITAGE IN SPORTS THAT ASSOCIATES US WITH SOME OF THE GREATEST SPORTS LEGENDS: PELÉ, MARADONA, TOMMIE SMITH, BORIS BECKER, LOTHAR MATTHÄUS, LINFORD CHRISTIE, JUST TO NAME A FEW.

Helmut Fischer, also known as "Mr. PUMA", knows our brand's history better than anyone else. Part of the PUMA family since 1978, he was the first advertising director of the brand. Over the past four decades, the avid collector has collected more than 8,000 shoes, numerous pieces of apparel, autographs and other memorabilia.

It is thanks to him that PUMA can now build up its first corporate archive. On the following pages you will be able to catch a glimpse of Fischer's greatest treasures from the PUMA Archive.





## 1952 SUPER ATOM

The launch of PUMA's SUPER ATOM in 1952 creates a stir. Rudolf Dassler collaborates with experts, such as West Germany's national coach Sepp Herberger to develop the world's first boot with screw-in studs.

In addition to the successful product launch, this marks the beginning of PUMA's football heritage.





## 1968 SACRAMENTO

With the SACRAMENTO brush spike, PUMA disrupts track and field. This innovative brush sole features 68 small, brush-like bristles in the front area of the foot – maximizing traction and minimizing resistance on the newly introduced tartan lanes.

This spike leads various athletes to victory and world records. Right before the Olympic Games in Mexico, the spike is deemed “too dangerous” and is consequently banned. This decision has not been rectified until today.



## 1968 PUMA SUEDE

Over the past 50 years, the PUMA SUEDE has become a timeless classic. Basketball legend Walt "Clyde" Frazier made this shoe popular in the 70's, wearing different colorways at each match. This is just one of many stories around the street style icon SUEDE.



## 1970 PUMA KING

With the PUMA KING, we create another revolutionary product. Its flat structure makes it lighter, while the soft leather increases comfort. Wearing the PUMA KING, Pelé wins the World Cup 1970 and is crowned "player of the tournament".



## 1985 BORIS BECKER

Boris Becker needs a special shoe to help him take even more risks on the court without incurring injuries. This mid-top tennis shoe prevents ankle turning and provides the tennis star with the confidence and protection to take flight.

In 1985, he wears this colored tennis shoe during his legendary victory in Wimbledon.



## 1998 JIL SANDER

As the first sports brand, we merge sports and fashion through a cooperation with star designer Jil Sander. Fusing two PUMA icons – the PUMA KING and the running shoe EASYRIDER – we set the trend for sport-inspired styles, designed for the street.





## 2009 WHO FASTER?

This is truly the world's fastest shoe: In 2009, Usain Bolt smashes the world record, running the 100 meters in 9.58 seconds. This spike is custom-made following Bolt's technical and design demands. The shoe bears his signature phrase "Who faster?", which he usually shouts after winning a race.