

New Puma deal for Bolt

German kitmaker Puma announced that it was renewing its sponsorship deal with Usain Bolt, the world's fastest man. The Jamaican, 27, has been with Puma since 2003, and last renewed what is considered to be the biggest sponsorship deal in athletics in 2010. The new deal will see Puma working with Bolt into the 2016 Olympic Games in Brazil. "He will play a crucial role in our future product concepts, as well as brand communications leading towards the Olympic Games in Rio 2016 and beyond," said Puma Chief Executive Bjoern Gulden. In addition to its contract with Bolt, Puma has a long-standing commitment to Jamaican track and field. The deal is a boost for Puma as it continues to take on bigger sportswear rivals adidas and Nike. "Puma has been with me since the beginning. They recognised my talent at an early age and have supported me throughout, especially in the early years when I have some difficult times due to injury," said Bolt, who has won six Olympic gold and eight World Championships gold medals to date. "Their work and commitment to Jamaica is always very important to me. I have always been very happy to be part of the Puma family. I am proud to represent them and delighted to continue with them for the years ago," added Bolt, whose time of 9.58 seconds in the 100 metres is the fastest run to date. Bolt had earlier indicated he may retire after the 2016 Games, but recently said he may compete for a year after that.

There was no mention in the Puma announcement about any retirement plans.