



## **PRESS RELEASE**

# **PUMA and Scuderia Ferrari HP Unveil Exclusive Miami Limited Edition Collection**

**Herzogenaurach, Germany, 25<sup>th</sup> April 2024** – Global sports company PUMA together with Scuderia Ferrari HP, are proud to present the Miami Limited Edition Collection. Inspired by the rich heritage and iconic moments of Scuderia Ferrari HP, the collection pays homage to the historic colors which are part of the Prancing Horse racing history from the '60s to the '70s.

Drawing inspiration from pivotal moments in Scuderia Ferrari HP history, including their first Formula 1 victory and the remarkable achievements of legendary drivers like John Surtees and Niki Lauda, the collection captures the essence of passion, perseverance, and unparalleled success.

These moments of triumph are etched in the archives of racing history, alongside the iconic races where champions like John Surtees soared to victory in 1964, covered in the timeless blue hues supported by Scuderia Ferrari HP mechanics. The transition from the blue race suit, marking Niki Lauda's triumphant 1973 victory, to the iconic red, symbolizes the evolution of a legacy steeped in passion and perseverance.

Now, as we return to the azzurro with the Scuderia Ferrari Miami Limited Edition, classic blue tones reignite the spirit of those historic moments, embodying the essence of Scuderia Ferrari HP unparalleled success.

The Miami Limited Edition reintroduces classic blue tones, reminiscent of the team's iconic race suits from the past. Featuring statement pieces such as the varsity jacket, team shirt, and the Speedcat Pro racing boot, the collection is tailored for the next generation of Scuderia Ferrari HP superfans.

This launch also features exclusive accessories that capture the essence of Scuderia Ferrari HP iconic style. Each piece in this collection reflects the precision craftsmanship and attention to detail synonymous with both PUMA and Scuderia Ferrari HP.

Join Charles Leclerc, Carlos Sainz, and the entire team as they don the statement pieces of this collection, carrying forward the azzurro heritage for the next generation of Scuderia Ferrari HP superfans, and continuing the legacy of passion for racing.

The PUMA for Scuderia Ferrari Miami Limited Edition Collection will be available for purchase on the 29<sup>th</sup> april at select PUMA stores, Ferrari stores, and online at [puma.com](https://puma.com) and [ferrari.com](https://ferrari.com).

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**PUMA**

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