



PRESS RELEASE

PUMA x BMW MMS: Introducing Crews Go Summer Collection

Herzogenaurach, Germany, 17th April 2024 – Global sport company PUMA, together with BMW MMS, are thrilled to announce the launch of their latest collaboration: Crews Go Summer Collection.

As the sun starts to shine brighter and the days grow longer, this collection is perfect for embracing the warmth of the season with style and flair. Each piece in the Crews Go Summer Collection by PUMA and BMW MMS exudes the vibrancy and energy of summertime.

With this collection, PUMA and BMW M Motorsport have reimagined the iconic team identity into casual streetwear silhouettes, seamlessly merging trackside vibes with everyday wear. Whether you're at the racetrack or cruising through city streets, the Crews Go Summer Collection ensures that you not only feel like part of your favorite garage crew but look the part too, all summer long.

With new silhouettes and workwear-inspired elements, each piece showcases a modular design for versatility and functionality. Crafted with ultra-lightweight materials and a utilitarian futuristic aesthetic, these garments offer both style and performance. In this collection, you can find two different styles of tees, as well as a 2in1 pants/short combination. To complete the outfit, feel free to add the Crews Go Summer cap or the BMW LGND sneaker. Special features include dip dye effects and mini badges, adding unique touches to the Blue Skies, Sun Stream, and Silver Mist colorways.

The BMW MMS Crews Go Summer Collection will be available for purchase at select PUMA stores as well as online at puma.com. Join the crew and gear up for an unforgettable summer season with PUMA x BMW MMS.

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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 75 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 about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.