

PRESS RELEASE



PUMA's BMW M Motorsport Collection draws inspiration from vintage racing

Herzogenaurach, Germany – 25 April 2022 — Sports company PUMA returns to a classic period of motorsport with its new BMW M Motorsport collection, which is inspired by the car that laid the foundation for BMW's motorsport success, the iconic 'shark nose' 3.0 CSL.

BMW M Motorsport was founded in 1972 and their first race car, the BMW 3.0 CSL, dominated European motorsport for the years to come, even winning the prestigious 24 hours of Le Mans.

Half a century later, PUMA has incorporated the colors of BMW's iconic red, blue and black livery into an innovative streetwear collection, featuring jackets, hoodies, t-shirts, shorts, trainers and pants. The racing stripes and badges are translated into the graphic design of the entire range, with the BMW 3.0 CSL silhouette and car being featured on the statement items.

The MACO SL trainer is the star of the collection and incorporates the rebel design cues of the BMW 3.0 CSL, such as the iconic shark nose, which inspired the toe of this sneaker. The upper design stands out for its color blocking, while the tooling features distinctive sculpting details.

With a nod to the racing past but with a focus on progressive modern streetwear style for women and men, the BMW M Motorsport Spring / Summer 2022 collection is the perfect match for a forever faster world.

Delve into the style and history of PUMA and BMW M Motorsport with the Spring / Summer 22 Collection, available now in selected PUMA stores and online at puma.com.

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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 more than 70 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 more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>