



PRESS RELEASE

PUMA celebrates Oracle Red Bull Racing's F1 success with the Victory Dance collection

Herzogenaurach, Germany – 07 July 2022 — Global sports company PUMA together with Oracle Red Bull Racing is excited to announce the launch of an eye-catching Autumn Winter 2022 collection titled “The Victory Dance”.

Designed to celebrate Oracle Red Bull Racing's performances in the FIA Formula One World Championship; which include four F1 constructor's world titles, five F1 world driver titles, 218 podium places, and 82 wins to date; the new collection also fuses the high-speed world of Formula with leading PUMA streetwear style.

Inspiration for the collection comes from Oracle Red Bull Racing's instantly recognizable team colors, along with the iconic 14.6 meter tall, and 1300 ton “Bullen aus Stahl” (meaning ‘Steel Bull’) which overlooks the infield section of the Red Bull Ring in the picturesque perfect surroundings of Spielberg, Styria in southeast Austria.

Not only that, the “Victory Dance” collection refreshes its association with Oracle Red Bull Racing's annual team wear collection, but with an added seasonal twist paired with retro graphic elements. Raglan sleeved shirts, t-shirts, and hoodies feature vibrant streetwear evolutions of the Oracle Red Bull Racing team colors and Red Bull's famous Bull logo.

Show your support for PUMA and Oracle Red Bull Racing on the street and the circuit by discovering the collection in selected PUMA stores and online at puma.com.

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PUMA

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