

## 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](https://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/>