

PRESS RELEASE



PUMA honors 50 years of BMW M with the BMW M Motorsport Autumn/Winter '22 collection inspired by famous racing icons

Herzogenaurach, Germany – 02 August 2022 — Global sports company PUMA is paying homage to BMW M's 50 years of racing domination, innovation, and creativity with the launch of a new autumn winter 2022 collection.

BMW M was created in 1972 ("M" signifying "motorsport"), and was purpose built from the outset to redefine what speed was for the famous Bavarian auto maker. Faster, lighter, and more agile have always been the hallmarks of all M-badged products. PUMA is honoring the legacy from the iconic Le Mans winning 'Shark Nose' 3.0 CSL race car, to the very latest BMW M4 GT4 with a collection which is telling the story from past to present.

PUMA and BMW M Motorsport are excited to share a bold collection which encompasses the iconic color ways of BMW M Motorsport's historic red, light blue, and dark blue tones, combined with PUMA's innovative street style. The inspiration is coming from the creativity, performance, and innovation of BMW M-badged cars.

A complete line up of t-shirts, hoodies, sweatpants, and jackets create an extensive collection sure to rev up interest from all fans of PUMA and BMW M Motorsport. The range is featuring typography and Motorsport-inspired elements.

Join in with the celebration with PUMA and BMW M Motorsport by discovering the collection 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/>