

## MEDIA ALERT



### JOIN MAX VERSTAPPEN AND DAVID COULTHARD GOING LIVE ON PUMA'S INSTAGRAM CHANNEL

**WHAT:** Global sports brand PUMA is bringing together two generations of Motorsport legends. Join David Coulthard as he hosts Max Verstappen on PUMA's Instagram to catch up on life and talk about F1 before, during and after the Coronavirus pandemic. Follow [@puma](#), [@pumamotorsport](#), [@maxverstappen1](#), [@davidcoulthardf1](#), activate the notifications for updates, and be ready to tune in.

#### WHO:

- **Max Verstappen** is a F1 driver of the PUMA sponsored Aston Martin Red Bull Racing Team. He made his F1 debut with the Toro Rosso team in 2015 becoming the youngest F1 driver in history at just 17years old. In 2016, he was promoted to Red Bull Racing, winning his first Grand Prix for the team and becoming the youngest ever F1 race winner. In 2019, Max finished third in the F1 Drivers' Championship at just 22 years of age.
- **David Coulthard** is the team ambassador of the PUMA sponsored Aston Martin Red Bull Racing Team. With 246 Formula One GPs and 13 race wins in the pocket David has become a legend in the F1 world. His greatest successes were claiming the Team's first Monaco podium and finishing second in the 2001 F1 Drivers' World Championship, only being beaten by Michael Schumacher.

**WHEN:** Tuesday, May 12<sup>th</sup>, 2020 – 9am PST/ 12pm EST / 5pm BST / 6pm CEST

**WHERE:** Follow [@puma](#) on Instagram and don't forget to tune in.

**IMAGES (Credit: Red Bull Media Pool):** [LINK](#)

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#### MEDIA CONTACTS:

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## **PUMA**

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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 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>