



PRESS RELEASE

PUMA and BMW M Motorsport Launch New Collection Inspired by the BMW M Hybrid V8

Herzogenaurach, 5th August 2024 – Global sports company PUMA and BMW M Motorsport are proud to announce the launch of their latest collection drawing inspiration from the groundbreaking BMW M Hybrid V8. With classic silhouettes remastered with bold graphics, color and material blocking, and tonal trims, this collection embodies the electrified power of modern automotive engineering.

As the motorsport world shifts towards an electrified future, the PUMA x BMW M Motorsport collection captures this exciting transition. Each piece in the collection reflects the innovative spirit and technological advancements of the BMW M Hybrid V8, a symbol of cutting-edge performance and design. Fans can expect to find apparel, footwear and accessories that not only celebrates this new era but also enhances their style and performance.

The collection features classic silhouettes remastered with bold, brilliant graphics and innovative material choices. Color and material blocking create striking contrasts, while tonal trims add a sophisticated touch. These design elements come together to produce a collection that is both visually stunning and functional, perfect for motorsport enthusiasts and fashion-forward individuals alike.

The PUMA x BMW M Motorsport collection will be available at selected PUMA stores as well as online at puma.com. Celebrate the electrified future of motorsport with this dynamic and innovative collection.

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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 75 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 about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.