



**PRESS RELEASE**

# **It's Hammer Time: PUMA Unveils the New PUMA x Mercedes-AMG Motorsport Collection**

**Herzogenaurach, 7<sup>th</sup> august 2024** – Global Sports company PUMA is excited to announce the launch of its latest collaboration with Mercedes-AMG Motorsport, inspired by the iconic AMG 300 CE 6.0, famously known as “The Hammer”. Back in 1986, the AMG 300 CE 6.0 turned heads with its sleek design, and formidable AMG modified V8 engine and impressive 283 kW. The sedan version was powerful enough to crack the magical 300 km/h barrier and therefore received the affectionate nickname “The Hammer”.

This groundbreaking vehicle has left an enduring legacy in both automotive and fashion culture. The new collection pays homage to this legacy with vibrant colors, bold accents, and tactile fabrics adorning key pieces such as the pilot jacket and tracksuit, celebrating the Hammer’s timeless influence on style and car culture.

Each piece in the collection reflects the spirit of the Hammer, with designs that resonate with its powerful aura. The pilot jacket, with its vibrant colors and bold accents, and the tracksuit, made from tactile fabrics, are standout items that echo the dynamic essence of the Hammer. This collection is not just about clothing; it’s about feeling the pulse of an icon and expressing it through fashion.

The PUMA x Mercedes-AMG Motorsport Collection is now available in selected PUMA stores as well as online at [puma.com](https://puma.com).

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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 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.