



PRESS RELEASE

PUMA x BMW M MOTORSPORT Unveil “Neon Energy” Collection Inspired by Las Vegas Street Art

Herzogenaurach, 7th October 2024 – Global sports company PUMA and BMW M Motorsport are thrilled to announce the launch of their latest collaboration, the “Neon Energy” collection. This limited-edition collection pays homage to the vibrant street art culture of Las Vegas, capturing the city’s creative pulse through bold, neon-infused designs.

This collection features a range of items, including crewneck sweatshirts, t-shirts, and sneakers, all adorned with graffiti-inspired patterns and bright neon accents. Each piece reflects the dynamic and eclectic spirit of Las Vegas, merging the high-performance ethos of BMW M Motorsport with PUMA’s renowned sportswear.

The footwear in this collection combines comfort and style, featuring neon details and graffiti motifs. The apparel selection includes crewneck sweatshirts, t-shirts, and sweatpants, each designed to make a statement with vibrant colors and street art-inspired graphics. Accessories such as trucker caps complete the look, ensuring fans can showcase their love for both motorsport and urban art.

“Neon Energy” is more than just a collection; it’s a celebration of the artistic expression found on the streets of Las Vegas. By blending the worlds of high-performance motorsport and street art, PUMA and BMW M Motorsport have created a unique line that stands out in both style and substance.

The BMW M Motorsport Neon Energy collection is now available at selected PUMA stores, as well as 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 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.