



PRESS RELEASE

PUMA Welcomes Formula 1 Driver Charles Leclerc as New Brand Ambassador

Herzogenaurach, 10th October 2024 – Global sports company PUMA is excited to announce Charles Leclerc, Formula 1 star and Scuderia Ferrari HP driver, as the newest global ambassador for the brand. With this partnership, PUMA solidifies its position as the leading brand in motorsport and expands its influence beyond the racing circuit. Leclerc’s dynamic energy, drive for excellence, and modern appeal make him the ideal partner to embody PUMA’s commitment to pushing boundaries in both sport and fashion.

Charles Leclerc has continued to showcase his exceptional talent and skill, solidifying his position as one of the top drivers in Formula 1. Leclerc has demonstrated his exceptional qualifying prowess and raw speed, with three pole positions this season. His most memorable achievements came with two prestigious victories—first at the iconic Monaco Grand Prix, his home race, where he thrilled local fans with a dominant win, and later at Monza, where he conquered the famed “Temple of Speed” in front of the passionate tifosi.

The strategic partnership aims to drive awareness for the brand, connecting with fans of both motorsport and fashion, and reinforcing PUMA’s impact in these spaces. The collaboration will spotlight Leclerc in a range of high-profile PUMA collections, with a particular emphasis on the PUMA Motorsport for Scuderia Ferrari collections, across various global channels.

“We are more than excited to welcome Charles to the PUMA family. His unique blend of being a professional athlete in Formula One and a fashion enthusiast off the track makes him a perfect fit for our brand. Charles will not only serve as a motorsport ambassador but he will also play a vital role in various projects and initiatives that extend beyond the racetrack. There are a lot of exciting projects in the pipeline, and we can’t wait to continue shaping our motorsport legacy together with Charles.” said Arne Freundt, CEO of PUMA.

With this collaboration, PUMA and Charles will jointly highlight the brand's ability to blend high-performance functionality with innovative designs, appealing to a wide audience that ranges from trackside fans to those who embrace streetstyle.

For Charles, the partnership is more than a sponsorship—it's a convergence of values and vision.

"I'm very happy to become a member of the PUMA family. There are so many iconic PUMA athletes that I looked up to when I was younger. Now, to be able to be part of the same family is a special moment for me.

PUMA is the perfect match to support me on my journey to consistently improve as an athlete by supplying me with their latest designs and via the support of PUMA's team and athletes. I am really looking forward to being only one phone call away to share experiences and to have the support of the PUMA Family and to dive into joint projects with the brand on- and off-track." said Leclerc.

This authentic and genuine match between PUMA and Charles Leclerc is grounded in shared values, a mutual passion for pushing the boundaries, and a desire to inspire. Together, PUMA and Charles Leclerc are ready to drive new levels of excitement, awareness, and influence across motorsport and beyond—making this collaboration a natural fit and a powerful alliance for the future.

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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.