



PRESS RELEASE

Introducing Neon Energy by PUMA & FORMULA 1®: A Fusion of Speed and Rhythm

Herzogenaurach, 15th October 2024 – Global sports company PUMA and Formula 1® are thrilled to unveil their latest collaboration, the Neon Energy Collection. This limited-edition line is a vibrant fusion of speed and rhythm, drawing inspiration from the iconic Las Vegas Strip. Each piece in the collection captures the city's electrifying heartbeat, bringing the essence of Las Vegas to life.

The design elements include bold purple graphics and striking branding from both PUMA and Formula 1®, which are meant to evoke the pulsating lights and lively ambiance of Las Vegas. The use of sound wave motifs and neon colors further emphasizes the theme of rhythm and movement, mirroring the fast-paced nature of both the city and Formula 1® racing.

The Formula 1® Neon Energy Collection features a range of apparel and footwear designed to make a statement. The collection includes a stylish crewneck sweatshirt with bold purple graphics, tshirt's, shorts, a padded vest, a cap, sweatpants and the PUMA Trinity sneakers to complete the look.

Each item in the collection is meticulously crafted to reflect the speed and rhythm of Formula 1® racing, combined with the vibrant energy of Las Vegas. The designs feature striking graphics and branding from both PUMA and Formula 1®, making them a must-have for fans and fashion enthusiasts alike.

The Formula 1® Neon Lights collection is now available in 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.

Formula 1®

Formula 1® racing began in 1950 and is the world's most prestigious motor racing competition, as well as the world's most popular annual sporting series. Formula One World Championship Limited is part of Formula 1® and holds the exclusive commercial rights to the FIA Formula One World Championship™. Formula 1® is a subsidiary of Liberty Media Corporation (NASDAQ: LSXMA, LSXMB, LSXMK, FWONA, FWONK, LLYVA, LLYVK) attributed to the Formula One Group tracking stock. The F1 logo, F1 FORMULA 1 logo, FORMULA 1, F1, FIA FORMULA ONE WORLD CHAMPIONSHIP, GRAND PRIX, PADDOCK CLUB and related marks are trademarks of Formula One Licensing BV, a Formula 1 company. All rights reserved.