



PRESS RELEASE

PUMA Launches the A Vida Collection: Celebrating Ayrton Senna's Life Beyond the Track

Herzogenaurach, 30th October 2024 – Global sports company PUMA is proud to announce the release of the PUMA x Senna Collection, a tribute to the legendary Formula One driver Ayrton Senna, celebrating his personal lifestyle off the track. This collection reflects Senna's off-track persona, whether relaxing or training, Senna remained focused, a theme embodied in A Vida's laid-back, casual silhouettes.

A Vida: The Lifestyle of Ayrton Senna. When not blazing through the circuits, Senna found solace in the serene coastal town of Angra dos Reis, a lush paradise on the edge of the Atlantic Ocean and the cherished retreat of the Senna family. A Vida offers a window into Senna's life off the track, highlighting his connection with nature, his mindfulness, and his love for sports in a relaxed, casual setting.

Key pieces in the A Vida collection features an old-school jacket paired with track pants, reflecting Senna's laid-back yet always athletic approach to life. It also include a crewneck sweatshirt with subtle embroidery, as well as a graphic tee with a striking Senna-inspired design on the back.

The A Vida collection is inspired by the man who found joy in both sport and simplicity, and celebrates the legendary driver's conscious and balanced lifestyle. A collection that captures Senna's enduring legacy beyond racing.

The PUMA x Senna Collection will be available in selected PUMA stores and online at puma.com starting [release date].

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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.