



## PRESS RELEASE

### ROSÉ AND THE PUMA SPEEDCAT ARE READY TO IGNITE



**Herzogenaurach, July 21, 2025** – PUMA's sleek yet fiery Speedcat continues its run of form, returning in a new colorway alongside K-pop sensation Rosé.

In her latest visuals with PUMA, Rosé and the Speedcat sit in stillness, harnessing idle speed and ready to ignite. With each frame, tension builds as the Speedcat, ready to accelerate, is backdropped by the untamed power of a rumbling engine and blazing-red muscle on four wheels. Once again, Rosé emits effortless elegance while highlighting the Speedcat as a bold emblem of individuality, bridging its unique past into the present.

For this latest drop, the iconic motorsport-inspired silhouette takes on a pale blue colorway with a flash of bold orange on the Formstrip, subtly evoking the low-profile silhouette's racing heritage.

The new PUMA Speedcat is available starting July 24, 2025, from PUMA.com, PUMA flagship stores, and selected PUMA stockists.

**Media Contacts:****PUMA**

Alberto Turincio, PUMA Global Communication, Sportstyle – [alberto.turincio@puma.com](mailto:alberto.turincio@puma.com)

Sandra Wedel, PUMA Global PR, Sportstyle – [sandra.wedel@puma.com](mailto:sandra.wedel@puma.com)

**PUMA**

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