



PRESS RELEASE

PUMA TURNS THE STREETS OF MILAN INTO RED WITH THE TIFOSI TRAM ACTIVATION



A tribute to Niki Lauda's 1975 F1 World Championship victory in Monza celebrates 20 years of partnership between PUMA and Scuderia Ferrari HP and its heritage

Milan, September 2nd, 2025 – Global sports company PUMA brought the passion of the Tifosi to the heart of Milan with the Tifosi Tram, a historic red Milanese tram transformed into a rolling celebration of a special moment in Scuderia Ferrari HP's history, with which this year it celebrates 20 years of partnership.

PUMA has been partner with Scuderia Ferrari HP since 2005, sharing victories and unforgettable moments on and off the track. Marking twenty years of partnership this year, Puma continue celebrating this milestone. This time, fans can step into the legacy

of Niki Lauda's legendary 1975 F1 World Championship victory in Monza —and an exclusive exhibition highlighting the legacy of partnership between PUMA and Scuderia Ferrari HP.

"For 20 years, PUMA and Scuderia Ferrari have shared more than just success on the track—we've shared a passion for bringing motorsport closer to the fans," said Thomas Josnik, Vice President of PUMA Motorsport. "The Tifosi Tram is more than a moving tribute to Niki Lauda's 1975 victory; it's a celebration of the energy that drives both our brands forward."

Fans boarded using vintage-style ticket stubs and step onto a historic Milanese tram wrapped in red, gliding through the city as immersive sights and visuals take the Tifosi back into this special era of Scuderia Ferrari HP.

This street-level spectacle, teased and tracked on social media, saw fans, media, and influencers riding together—sharing the excitement live

The Tifosi Tram runs in the streets of Milan on September 2–3, 2025, making this an unforgettable ride for those who were lucky enough to board. Find out more about PUMA motorsport on puma.com and on [@pumamotorsport](https://www.instagram.com/pumamotorsport) on Instagram.

Media Contact:

Cátia Antunes, PUMA Motorsport PR – catia.antunes.ext@puma.com

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.