



PRESS RELEASE

ENGINEERED FOR THE EVERYDAY:

PUMA x ASTON MARTIN ARAMCO F1® TEAM COLLECTION

Herzogenaurach, 13th October 2025 – Global Sports Company PUMA and Aston Martin Aramco Formula One™ Team unveil their latest collaboration — Engineered for the Everyday, a collection that fuses track-inspired performance with effortless daily wear. Designed for those who move with purpose, the range combines precision engineering with modern versatility, embodying the shared DNA of sport, innovation, and style.

Every detail is considered. Every line is intentional. From harmonious cuts to controlled finishes, the collections reflects the balance of performance and luxury that defines Aston Martin Aramco F1® Team — and the relentless drive that fuels PUMA.

The Replica Collection brings fans closer to the track with officially inspired merchandise, allowing supporters to wear their passion on and off the track.

The Seasonal Collection channels technical performance into street-ready pieces. Featuring the PUMA Tech Jacket and Pants in relaxed fit, a Men's Jersey with team colors, a bold back number, and front graphic, alongside hoodies in black and Aston Martin green. Every piece is engineered for movement, offering comfort without compromising style.

At the heart of the collection is the Inverse, a hero silhouette that redefines performance footwear. Inspired by the dynamism of Formula 1® and the elegance of Aston Martin design, the Inverse celebrates motion in every step — a true reflection of speed meeting sophistication.

The PUMA and Aston Martin Aramco Formula One™ Team Collection is already available globally at PUMA stores, PUMA.com, and select retailers.

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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.

About Aston Martin Aramco Formula One™ Team

With history dating back to 1913 and its founders Lionel Martin and Robert Bamford, Aston Martin has a storied history rooted in racing. Early success at the Aston Hill Climb inspired a legacy of crafting high performance luxury vehicles, which today includes the DB12, Vantage, Vanquish, DBX707, and the F1-inspired Aston Martin Valkyrie. The brand debuted in Grand Prix racing in 1922, claimed outright victory at Le Mans in 1959 and returned to Formula One in 2021 under Lawrence Stroll's leadership.

The team has since made significant investments, notably opening the AMR Technology Campus in Silverstone in 2023, featuring sustainable design and a cutting-edge wind tunnel that became operational in 2025.

On-track, the driver line-up features the experienced Canadian Lance Stroll and double World Champion Fernando Alonso, supported by Test and Reserve Drivers Felipe Drugovich and Stoffel Vandoorne, along with Team Ambassador Pedro de la Rosa and Young Development Driver Jak Crawford. Aston Martin Aramco also races in the all-female F1® Academy series, with Swiss driver Tina Hausmann competing under the mentorship of the team's F1® Academy Head of Racing and Driver Ambassador, Jessica Hawkins.

Off-track, Aston Martin Aramco continues to drive progress through its I / AM fan engagement platform, and Make A Mark ESG programme, driving sustainability, inclusion and community engagement. Partnerships with Racing Pride, Spinal Track, and the Aleto Foundation support inclusivity, accessibility, and leadership development. The team's commitment to energy efficiency is certified by ISO 50001 compliance.