



## PRESS RELEASE

### PUMA FOR SCUDERIA FERRARI: A STORY OF SUCCESS

**Herzogenaurach, Germany – 3 July 2023** — Global sports company PUMA is proud to announce the launch of the highly anticipated Autumn Winter 2023 collection, in collaboration with Scuderia Ferrari.

Drawing inspiration from Scuderia Ferrari's legendary victories at the 24 Hours of Le Mans in the 1960s, the Scuderia Ferrari collection showcases an unrivalled fusion of racing heritage and contemporary design.

The collection celebrates the extraordinary journey on the world motorsport stage. Between 1960 and 1965, Scuderia Ferrari secured consecutive victories, the last one with the 250 LM Berlinetta GT. With a total of ten Le Mans trophies, including this year's with the 499P Hypercar; Ferrari's legacy is unparalleled.

The Scuderia Ferrari Collection captures the spirit of Ferrari's triumphs with a striking blend of signature colors and co-branding. Embracing the iconic Rosso Corsa (red) and Giallo Modena (yellow), the collection offers a wide range of apparel choices that embody the essence of Scuderia Ferrari's racing heritage. From T-shirts and hoodies to statement jackets and shorts, every piece in this collection reflects the bold, fast, and stylish nature of the Prancing Horse.

Featuring an array of designs, the Scuderia Ferrari Collection presents eight unique t-shirt designs, five distinct hoodie designs, sweatpants, race shorts, and an exclusive 'All Over Print' monochrome design hoodie, track pants, and t-shirt option. The attention to detail and incorporation of Scuderia Ferrari's heritage design cues make this collection an incredible representation of the brand's timeless legacy.

Gear up for success and get your PUMA for Scuderia Ferrari "A Story Of Success" collection now on [puma.com](https://puma.com), [store.ferrari.com](https://store.ferrari.com) as well as selected 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. <https://about.puma.com/>