



PRESS RELEASE

PUMA x PORSCHE LEGACY TURBO S

Herzogenaurach, Germany – 10 July 2023 — Global sports company PUMA is aiming to build on the success of the partnership with sportscar manufacturer Porsche, with the release of their latest legacy collaboration collection: PUMA x PORSCHE LEGACY TURBO S.

Drawing inspiration from the timeless Porsche DNA, the collection embodies a clean and classic vibe. It represents the essence of Porsche's rich heritage and motorsport legacy, as well as capturing the essence of its powerful engines, sporty features, and distinctive design, giving your wardrobe an extra boost of style and performance.

To infuse further fresh energy into the autumn season, the range introduces vibrant color combinations; along with the energetic Porsche Legacy color: Lemon Chrome. Prepare to turn heads as you step out in PUMA Black, Bold Blue, and Sand Dune. The range features elevated graphics, premium materials, and fresh designs that pay homage to the iconic Turbo S line of Porsche 911 models.

One of the standout features of the collection is the incorporation of the well-known and established TURBO wording. It will be showcased alongside the iconic 911 car silhouette, creating an exciting logo story that runs throughout the collection, accentuating its unique character. The PUMA x PORSCHE LEGACY TURBO S collection offers a range of trend-relevant silhouettes, whether it's the elevated polo with its relaxed cropped fit, the statement unisex jacket or for those seeking an effortlessly cool look, the statement pants and dungarees provide a regular fit, contrast piping and a mix of fabrics that exude style and functionality.

Don't miss your chance to revamp your wardrobe with the new at selected stores and online via puma.com.

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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/>