



## PRESS RELEASE

### PUMA SHIFTS INTO HIGH GEAR WITH NEW BMW M MOTORSPORT COLLABORATION



**Herzogenaurach, August 30, 2023** – PUMA and BMW M Motorsport introduce an all-new lifestyle collaboration that is fuelled by performance and designed at the apex of workwear and streetwear.

The collection is an expression of elite craftsmanship and team spirit, inspired by BMW M Motorsport's world-famous factory team.

Making use of hard-wearing CORDURA® fabrics, the collection features modernized workwear silhouettes mixed with graphic elements created by PUMA and BMW M Motorsport.

The collaborative range is highlighted by a matching set of two-tone garments, the Nuwork Jacket and Nuwork Trousers, both featuring authentic workwear detailing such as reinforced panels, as

well as utilitarian and accessible pocket layouts. A Longsleeve and Graphic T-shirt add two essential silhouettes to the collection, both featuring BMW M Motorsport “Service” graphics. PUMA’s iconic cat logo also makes an appearance on select garments, paired with stitched labels bearing the BMW M Motorsport insignia.

The PUMA x BMW M Motorsport collection is available starting September 2, 2023, from PUMA.com, PUMA flagship stores, and selected PUMA retailers.

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**PUMA**

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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.