



PRESS RELEASE

SEASONAL THRILLS WITH THE AUTUMN/WINTER'23 BMW M MOTORSPORT COLLECTION

Herzogenaurach, Germany – 12 July 2023 — Global sports company PUMA is racing ahead to the winter season with BMW M Motorsport via the launch of their latest collaboration, the 24H OF THRILLS COLLECTION. Designed to bring the excitement of GT and endurance racing into everyday life, this collection captures the essence of speed, power, and precision that is at the heart of BMW M Motorsport.

The 24H OF THRILLS embodies the passion and innovation that define the collaboration between PUMA and BMW M Motorsport. This range allows motorsport enthusiasts to embrace the adrenaline of the track in their everyday lives, combining style and performance seamlessly.

Among the standout pieces in the collection is the BMW M Motorsport graphic hoodie and t-shirt, embodying the cutting-edge technology and performance that BMW M Motorsport is renowned for. Whether you're at the track or out on the town, these pieces make a bold statement and celebrate the spirit of motorsport.

For those seeking a more casual yet stylish look, the BMW M Motorsport Life crew neck sweater and pants are the perfect choice. Crafted from sustainable materials, these pieces not only prioritize comfort but also feature adjustable sleeves and hem for a customizable fit.

Winter is no match for the BMW M Motorsport Women's Down Jacket in Stone Gray. With its playful overpuff shape, winterized aesthetic, and adjustable hood, this jacket combines fashion and function. Stay warm and fashionable during the colder months while showcasing your love for motorsport.

The color palette of the collection reflects the dynamic spirit of BMW M Motorsport, featuring iconic shades such as PUMA Black, PUMA White, Cool Cobalt, Pro Blue, Pop Red, and the new seasonal color, Stone Gray. These colors perfectly complement the sleek and modern aesthetic of the collection, making it a must-have for motorsport enthusiasts.

Visit selected PUMA stores or head online at puma.com to explore the latest collection from PUMA and BMW M Motorsport and elevate your wardrobe to new heights.

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PUMA

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