



PRESS RELEASE

PUMA and MERCEDES-AMG MOTORSPORT present “AMG Giant” collection

Herzogenaurach, 4th October 2023 – Global sports company PUMA together with Mercedes-AMG Motorsport join forces to unveil their latest collaboration the “AMG Giant” collection for Autumn / Winter 2023 .

The “AMG Giant” collection draws inspiration from the iconic Mercedes-AMG GT Track Series and its commanding presence on the road. This collection exudes boldness and confidence, pushing boundaries with its design elements and distinctive color blocking.

The line boasts a range of apparel, accessories and footwear that exemplify the seamless integration of power, perfection, and passion. The apparel line features dynamic color combinations, with eye-catching patterns and contrasting shades that reflect the vibrant energy of the car.

Completing the street-ready GT vibe, the collection introduces two showstopping footwear options: the AMG Boot and the AMG Extent Nitro sneaker. The AMG Boot combines performance-driven features with a bold and rugged design, paying homage to the Mercedes-AMG GT Track Series robustness and versatility. Meanwhile, the AMG Extent Nitro sneaker embraces cutting-edge technology and delivers unmatched comfort, allowing wearers to embrace the AMG spirit wherever they go.

Christoph Sagemüller, Head of Mercedes-AMG Motorsport, stated, "With PUMA, we as AMG have a strong and dependable partner at our side. Both brands cultivate, among other things, the demand for the highest level of quality and a special lifestyle. This is uniquely illustrated by the new autumn/winter collection "PUMA x Mercedes-AMG Motorsport". Together, we have succeeded in uniting the combination of motor sports and car culture in a fashion line and bringing it to life for our fans. After this first one, which will be launched shortly, I am already looking forward to further exciting joint collections."

Thomas Josnik, General Manager BU Motorsport, said, "The 'AMG Giant' collection is the embodiment of a powerful collaboration between PUMA and Mercedes-AMG Motorsport. It's a statement of confidence, a celebration of speed, and a fusion of style and performance. This partnership underscores our commitment to delivering exceptional products, and we're thrilled to introduce this collection to the world."

The PUMA x Mercedes-AMG Motorsport "AMG Giant" collection captures the essence of the Mercedes-AMG GT Track Series and it's relentless pursuit of innovation. The collection is available now at selected PUMA stores and online at 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.