



## PRESS RELEASE

# PUMA Debuts First Full Collection with Formula 1®

**Herzogenaurach, 18<sup>th</sup> March 2024** – Global Sports Company PUMA and Formula 1® are thrilled to announce the launch of their first full collaborative collection for Spring/Summer 2024. The PUMA & Formula 1® range is a fusion of athletic prowess and high-speed innovation, embodying the dynamic essence of Formula 1®.

As the first-full collaboration between PUMA and Formula 1®, this marks a historic moment in the world of motorsport fashion. The synergy between two global icons has resulted in a collection that not only meets the demands of performance but also sets a new standard for style in the fast-paced world of Formula 1®.

This collection is a testament to the seamless blend of style and performance, drawing inspiration from race suit patches, iconic logo-driven designs from the past, and the rugged elegance of garage workwear. This offers a more elevated and distinctive take on motorsport fashion, paying homage to the rich heritage of the sport while embracing a contemporary and forward-looking approach.

This PUMA & Formula 1® range is an embodiment of speed, style, and innovation – a true celebration of the adrenaline-fueled world of Formula 1®.

This collection is now available in selected PUMA stores as well as at [puma.com](https://puma.com).

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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.

## **Formula 1®**

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Formula 1® racing began in 1950 and is the world's most prestigious motor racing competition, as well as the world's most popular annual sporting series. Formula One World Championship Limited is part of Formula 1® and holds the exclusive commercial rights to the FIA Formula One World Championship™. Formula 1® is a subsidiary of Liberty Media Corporation (NASDAQ: LSXMA, LSXMB, LSXMK, FWONA, FWONK, LLYVA, LLYVK) attributed to the Formula One Group tracking stock. The F1 logo, F1 FORMULA 1 logo, FORMULA 1, F1, FIA FORMULA ONE WORLD CHAMPIONSHIP, GRAND PRIX, PADDOCK CLUB and related marks are trademarks of Formula One Licensing BV, a Formula 1 company. All rights reserved.