



PRESS RELEASE

PUMA and Scuderia Ferrari Unveil 2024 Replica Collection: A Fusion of Heritage, Passion, and Performance

Herzogenaurach, 12th February 2024 – Global Sports Company PUMA together with Scuderia Ferrari, is thrilled to introduce the latest edition of the Scuderia Ferrari Replica Collection for the 2024 Formula One season.

Inspired by the rich heritage of Scuderia Ferrari and the historic city of Modena, the Scuderia Ferrari Replica Collection introduces a bold integration of yellow, paying homage to the vibrant color synonymous with Modena's legacy. This unique touch not only underscores the collection's connection to the roots of Ferrari but also adds a dynamic and visually striking dimension to the apparel.

One of the most captivating aspects of the new Scuderia Ferrari Replica is the transformation of the iconic Ferrari red, a hue that has become synonymous with speed, passion, and the pursuit of excellence. PUMA designers have reimagined the classic red, infusing it with a modern twist that captures the essence of innovation and pushes the boundaries of style in the world of Formula One.

The Replica Collection isn't just a one-off launch; it's a season-long celebration of the exhilarating Scuderia Ferrari journey. From the season opener to the final race, the Scuderia Ferrari Replica Collection will be a symbol of unwavering support for red team.

Be part of this thrilling chapter of PUMA and Scuderia Ferrari by securing your piece of the Replica Collection. The items are now available at selected PUMA and Ferrari stores, as well as online on puma.com and store.ferrari.com. Forza Ferrari!

Media Contact:

Cátia Antunes, PUMA Motorsport PR – catia.antunes.ext@puma.com

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.