



## PRESS RELEASE

### **BMW LGND: PUMA honours the legacy of BMW M Motorsport with a bold new footwear design**

**Herzogenaurach, Germany – 14 December** — Global sports company PUMA together with BMW are celebrating the racing legacy of BMW M Motorsport through the release of a progressive all-new sneaker design.

Designated the BMW LGND; the new footwear piece draws inspiration from two icons of performance - the BMW M4 Series, and the world famous PUMA Speedcat line. The unique footwear concept retains BMW M Motorsport's dynamic and intense edge which has seen the marque rule the track and the streets with its performance-focused products.

What's more the all new BMW LGND incorporates many styling cues which are synonymous with the Bavarian marque, while also utilising the very latest in footwear development technology. In addition to chrome accents - inspired by M4 trim pieces - and adaptive reflective materials - inspired by the M4's unique headlight system - and dynamic T-Toe shape - spread by the M4's aggressive bonnet styling - the BMW LGND also features the world famous "Hofmeister Knick".

Just like BMW's kidney front grille, the Hofmeister Knick is a design signature calling-card for the manufacturer, and has been proudly featured on every model since the advent of the BMW Neue Klasse models in 1961. Named after its creator, Wilhelm Hofmeister, who led the BMW design department between 1955 and 1970, the feature is the bend at the C-Pillar, representing a turn in the window lines which separates the rear side windows from the rear glass.

The first drop of the BMW LGND is available now, featuring the exclusive BMW M Motorsport livery version of the new sneaker in the famous 'M' tricolour stripes. Make sure you secure your piece of PUMA and BMW M Motorsport history with the all new LGND; coming to selected PUMA stores and online at [puma.com](http://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 more than 70 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 more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>