



PRESS RELEASE

PUMA together with FERRARI let you stand out from the crowd with the ION F Hybrid & ION F Puff Autumn Winter 2022 Footwear

Herzogenaurach, Germany – 19 September 2022 — Global sports company PUMA have once again raised the bar of footwear design and performance through their exciting release of the Autumn Winter 2022 ION F Hybrid & Puff collection.

The highly anticipated collection, which is a third generation evolution of the iconic ION F shoes, fuses unique materials, structures, and elite FERRARI design cues to produce a shoe which is truly made to stand out from the crowd. The inspiration for the silhouette of the ION F embraces the state-of-the-art front wing of FERRARI's pioneering SF90 Stradale sports car.

Pioneering, fast, and luxurious in equal measure, the ION F proudly displays the FERRARI wordmark and a metal pin 'Cavallino Rampante' emblem - FERRARI's iconic Prancing Horse, as well as featuring a stylish magnetic buckle and a sock like construction for the main part of the sneaker. A TPU panel at the back of the sneaker, wrapped by an unbreakable and sculptural PU Foam support in the shape of a wing, provides additional traction and ultimate comfort.

The ION F Hybrid and ION F Puff differ in terms of color and boot material; with the ION F Hybrid finished principally in black with the boot material utilizing a mono mesh material with a digital inspired knitted pixel graphic. ION F Puff is finished in red and white and is constructed out of neoprene with custom embossing details in order to capture the look and feel of a winter puffy jacket.

Make sure you secure your piece of this exciting evolution of PUMA together with FERRARI and get your new ION F sneakers now. They are available at selected PUMA and FERRARI stores and online on puma.com and store.ferrari.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 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/>