



**PRESS RELEASE**

## **PUMA and BMW M Motorsport Unveil the Future of Racing with Reinvented Collection**

**Herzogenaurach, 18<sup>th</sup> January 2024** – Global Sport Company PUMA and BMW M Motorsport proudly present the Spring/Summer 2024 collection, aptly named "Reinvented," inspired by the groundbreaking BMW M Hybrid V8. Rooted in the legacy of the V12 LMR, this collection transcends the traditional boundaries of racing with a futuristic design that heralds the dawn of an electric future.

BMW's dedication to pushing the limits of automotive innovation is exemplified by the BMW M Hybrid V8, a remarkable feat that reinvents years of racing heritage. Built upon the foundation of the iconic V12 LMR, the BMW M Hybrid V8 not only pays homage to its legendary predecessor but also paves the way for a new era in motorsport.

The designs within the Reinvented collection mirror the sleek and futuristic aesthetics of the BMW M Hybrid V8, capturing the essence of speed, power, and the evolving landscape of motorsport. The collection is a visual testament to the harmonious blend of tradition and innovation, as embodied by the BMW M Hybrid V8.

This collection introduces a captivating palette with various shades of blue, evoking a sense of speed and precision synonymous with the racetrack. Red hues symbolize the passion and intensity of motorsport, while fiery oranges add a touch of energy and innovation. This diverse color spectrum seamlessly extends across a range of meticulously crafted pieces, including jackets, crewnecks, polos, and tees. For women, the collection takes a bold step with a daring cropped jacket that captures the essence of fearless femininity. Paired with statement pants and complemented by a selection of other avant-garde designs.

The BMW M Motorsport Reinvented collection is available in selected PUMA stores as well as online at [puma.com](https://www.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.