



PRESS RELEASE

Art Meets Speed: PUMA, Scuderia Ferrari, and Joshua Vides Debut Unique Racewear and Replica Collection Celebrating the "Golden Era" of Formula 1 in America and the Return to Las Vegas

Herzogenaurach, November 10th, 2023 – Global sport company PUMA, together with Scuderia Ferrari, and the renowned artist and designer Joshua Vides, are thrilled to announce the launch of a groundbreaking racewear collection, designed to commemorate the return of Formula 1 to Las Vegas, and celebrate the iconic "golden era" of the sport in the United States.

The "golden era" of Formula 1 in the United States, which saw the sport's popularity skyrocket in the 1970s, was marked by thrilling races, legendary drivers, and Scuderia Ferrari's remarkable success contributing significantly to Formula 1's American expansion. During this time, Scuderia Ferrari left an indelible mark on the sport's history, with drivers like Niki Lauda, Clay Regazzoni, and Gilles Villeneuve achieving remarkable successes. It was a time when the iconic Ferrari red was complemented by prominent use of white on the car liveries.

Now, as the sport returns to Las Vegas, Scuderia Ferrari pays homage to this era by reintroducing the classic red and white color scheme on the SF-23, drivers' helmets, and racewear of Charles Leclerc and Carlos Sainz. This transformation was carefully designed by Joshua Vides, who added his signature brushing strokes to the livery, creating a unique blend of heritage and modern artistry.

Notably, the iconic Ferrari logo, was exclusively hand-drawn by Joshua Vides for this collection. This personalized touch pays homage to the rich heritage and legacy of the Scuderia Ferrari brand while infusing it with a fresh and artistic perspective.

For the Tifosi, a special replica collection is equally remarkable, offering a chance to embrace the spirit of Scuderia Ferrari in style. This collection features a team polo, driver hoodies, and caps and just like the racewear, these pieces carry the same hand-drawn and hand-painted allure, inviting fans to be part of the Las Vegas spirit and infuse a sense of artisan craftsmanship and individuality into their own journey with the team.

The PUMA x Scuderia Ferrari x Joshua Vides Las Vegas special replica collection will be available in selected PUMA and Ferrari stores, as well as online at 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 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.