



## PRESS RELEASE

### **PUMA heats up the grid with Scuderia Ferrari collection Spring / Summer 2021**

**Herzogenaurach, Germany, January 22, 2021** — Global sports company PUMA celebrates the renewal of the contract with Scuderia Ferrari as official team- and the racewear supplier going hand in hand with the launch of the Scuderia Ferrari collection Spring / Summer 2021. The range is featuring latest technologies and a blend of motorsport and fashion characteristics.

Right from the start of Formula 1 in 1950 Ferrari has been firing up the engines battling competitors for the top spot. Since 2004 PUMA is part of the heritage of the most successful motorsport team in F1 history as supplier for race- and teamwear. The licensing partnership between Scuderia Ferrari and PUMA was recently renewed to presume the successful collaboration for another long-term contract.

The collection made for Ferrari is inspired by the blurred colors of the racing car mixed up with the contours and shape of the bodywork. A blend of simple and bold elements combined with color to create contrasting graphics injects the portfolio with some remarkable characteristics. The range includes statement pieces like the Graphic Tee referring to the legacy of the Italian motorsport brand. The XTG line puts Scuderia Ferrari in the spotlight by stylish lettering on the apparel. The footwear portfolio is heating up the tarmac with innovations like the latest PUMA sole technology XETIC included in the PUMA x Ferrari RCT Xetic Forza.

Be part of a unique fuel driven legacy and get your PUMA x Scuderia Ferrari Collection Spring / Summer in PUMA and Ferrari stores and online on [puma.com](https://puma.com) and the [Ferraristore.com](https://ferraristore.com) now.

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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/>