



PRESS RELEASE

PUMA and PORSCHE Celebrate 50 Years of the Legendary Porsche 911 Turbo with New Collection

Herzogenaurach, 30th July 2024 – Global sports company PUMA is proud to announce the launch of the PUMA x PORSCHE collection, a tribute to the 50th anniversary of the iconic Porsche 911 Turbo. This collection captures the essence of heritage and retro aesthetics, celebrating the enduring power of family and the timeless appeal of the Porsche 911 Turbo.

"The Legend of Turbo" is more than just a fashion line; it's a celebration of 50 years of legacy, love, and memories passed down through generations. The collection tells the story of these generations through its cast, from the proud owner of his very own Porsche 911 to the little boy who dreams of owning one someday. Each piece in the collection is designed to evoke the emotion and pride associated with the Porsche 911 Turbo.

The PUMA x PORSCHE collection showcases twill jackets, flannel shirts, and a distinctive tartan graphic story inspired by the interior upholstery of the first-ever Porsche 911 Turbo, crafted in 1974. This legendary car was gifted as a birthday present to Louise Piëch, the daughter of Ferdinand Porsche, symbolizing the blend of nostalgia, excitement, and heartwarming moments that define this collection.

This collection blends nostalgia with modern style, making it perfect for both Porsche enthusiasts and fashion-forward individuals.

The PUMA x PORSCHE collection will be available at selected PUMA stores, at the Porsche Museum in Stuttgart, as well as online at puma.com and shop.porsche.com. Celebrate the legacy of the Porsche 911 Turbo and embrace the blend of history and style with this exclusive collection.

Media Contact:

Cátia Antunes, PUMA Motorsport PR – catia.antunes.ext@puma.com

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.

PORSCHE

Porsche is an iconic brand synonymous with high-performance sports cars and a rich motorsport heritage. With a legacy that spans over 75 years, Porsche has achieved remarkable success on racetracks worldwide, securing numerous championships and victories. From endurance racing, such as the prestigious 24 Hours of Le Mans, to series like Formula E and GT racing, Porsche consistently embodies engineering excellence and passion for motorsport.