



## PRESS RELEASE

# **PUMA'S PARTNER MERCEDES-AMG PETRONAS FORMULA ONE TEAM UNVEILS BLACK RACE GEAR AS PART OF STATEMENT AGAINST RACISM AND ALL FORMS OF DISCRIMINATION**

**Herzogenaurach, Germany, July 02, 2020** — Sports company PUMA proudly supports the statement of its partner the Mercedes-AMG Petronas F1 Team against racism and all forms of discrimination by choosing to drive the entire 2020 F1 season in PUMA black race gear. Both brands combine their forces to fight racism and discrimination in all forms.

Just four days after PUMA's sponsored Mercedes-AMG Petronas F1 Team released the all-black base livery of the W11 race car, the racing team unveils their PUMA black race gear. The change of color to black is demonstrating our partner's commitment to the principles and practice of diversity and inclusion.

"We have been supporting the initiative of Mercedes-AMG Petronas F1 Team from the very beginning. PUMA is happy that we have been able to fulfill their request for black race gear directly from the start of the season", explains James Clark, Head of Sports Marketing Motorsports & Operations at PUMA.

The black race gear includes the race suit, underwear, balaclava and gloves. The latter shows #reform on the right hand which is PUMA's statement against racism and criminal justice. The race shoe Speedcat Pro of Lewis is turned into black with purple logo form stripes while Valtteri Bottas' black race boots are coming with white logo form stripes.

Throughout the history of more than 70 years, PUMA has strongly believed in equality and in the power of sport to unite people and push culture forward in a positive way. PUMA has always partnered with athletes and ambassadors that have stood up for universal equality.

"We are always eager for the opportunity to support any of our partners and ambassadors in their pursuit of Universal Equality. We launched our REFORM platform in 2018, with the single goal of turning intentions into actions in the fight for equality, respect, and fairness. This has allowed us to work with amazing athletes such as Lewis Hamilton in fighting racism in their own sporting cultures. To date, we have focused our efforts in Europe on fighting racism in sports, with a particular concentration on Football. In the US, we have focused on racial inequity through reform



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of the criminal justice system. On a global basis, we have supported organizations campaigning against gender bias and LGBTQ discrimination”, states Adam Petrick, Global Director Brand Marketing PUMA.

Lewis Hamilton and teammate Valtteri Bottas are at the heart of the Mercedes-AMG Petronas F1 Team’s commitment to fighting racism and discrimination. Lewis said: “It’s so important that we seize this moment and use it to educate ourselves, whether you are an individual, brand or company to make real meaningful changes when it comes to ensuring equality and inclusivity. I have personally experienced racism in my life and seen my family and friends experience racism, and I am speaking from the heart when I appeal for change.”

Valtteri Bottas added: “It is important for us to be united and show our commitment to change. Racism and discrimination have no place in our sport or in our society.”

PUMA will not give up its REFORM campaigns until racism and discrimination has been abolished.

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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 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>