



PRESS RELEASE

PUMA is reviving iconic Porsche RSR by launching the Porsche Legacy Statement Pack of Spring / Summer '21

Herzogenaurach, Germany, March 09, 2021 — Global sports company PUMA embraces the cult of the Porsche 911 Carrera RSR 3.0 with the Porsche Legacy Statement Pack of Spring / Summer '21. The bold collection is inspired by the signature colors of the iconic race cars at the International Race Of Champions in 1973/74.

Motorsport is part of Porsche cars DNA since 1951. A remarkable fleet of race automobiles produced in Stuttgart-Zuffenhausen (GER) has been setting up a statement in regards of quality, endurance and performance since then. The Porsche 911 Carrera RSR 3.0 was unleashed on the circuits in 1973 at the International Race Of Champions (IROC) with a unique and bold color expression. The cars at the IRCO have been identically constructed to offer each driver – who had origins out of all different categories of racing – equal opportunities. The participants of this unique competition designed their race cars in a specific livery to differ from their competitors. The pallet of hues was striking and prominent to stand out orange, red or blue colors. PUMA has been playing around with the paint bucket to celebrate the signature livery of the RSRs at the International Race Of Champions with the striking PUMA x Porsche Legacy Statement Pack of Spring / Summer '21 season.

Brave, confident, and joyful describes the attitude of the collection the very best. PUMA is sticking to its heritage inspired Porsche Legacy philosophy by highlighting the era of the Porsche 911 Carrera RSR 3.0 during the International Race Of Champions. The paint of the cars is more than aesthetics. It's nostalgia, uniqueness and memorability at the same time. PUMA has adapted those impactful colors to the collection, coming in orange, blue, red and yellow. The apparel collection embraces timeless, sleek and simple silhouettes ranging from jacket and hoodies to pants and tees. The bold graphics of Porsche 911 are consistently featured on every item of the collection. Big and striking pockets on jacket, hoodie and pants provide the line additional jaw-dropping elements.

Set up your own individual legacy driven style and get your PUMA x Porsche Legacy Statement Pack of Spring / Summer '21 season now in PUMA stores and online on [puma.com](https://www.puma.com).



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PUMA

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