



PRESS RELEASE

Icons of Fast: PUMA and Porsche unveil a collection of shoes inspired by the 911 Turbo

As bold, fast, and captivating as the 911 Turbo itself

Herzogenaurach, Germany, November 12, 2020 — Global sports company PUMA, in collaboration with Porsche Cars North America, Inc. (PCNA), is launching a limited-edition collection of shoes inspired by the Porsche 911 Turbo. The entire set will include eight different sneakers to spotlight eight generations of the 911 Turbo sports car.

Generations of automotive enthusiasts have come to appreciate the heritage of the Porsche 911 Turbo. Establishing a new era in the 1970s, this icon set a benchmark for the sports car maker's top-of-the-line 911 variant for its entire production. When the first turbo model was unleashed in 1975, it was the fastest production car in Germany.

It was just a matter of time until PUMA and Porsche would cross paths to create a limited and unique footwear line celebrating the legacy of the eight generations of the Porsche 911 Turbo – an ideal match to the Puma motto “Forever Faster.” For the collaboration, PUMA selected its Future Rider and motorsport-inspired Speedcat silhouettes to create two limited collections: “Air-Cooled” and “Water-Cooled.” The Future Rider was chosen to represent the first four generations of air-cooled 911 Turbos, Type 930 3.0 L and 3.3 L, Type 964 and Type 993, and the Speedcat picks up the more recent variants, the Type 996, 997, 991 and 992.

“To see the Porsche heritage so seamlessly translated into the design language of PUMA has been a thrill,” said Pedro Mota, Vice President of Marketing, Porsche Cars North America, Inc. “Introducing a new generation of the 911 Turbo this summer was exhilarating, and working with PUMA to celebrate the occasion has allowed us to share our sports cars beyond our core enthusiasts.”

Anja Egger, Head of Business Unit Marketing PUMA Motorsport, explained: “When Porsche approached us to design a capsule to celebrate the iconic 911 sports car we were immediately taken by the idea. Our 70s inspired Future Rider silhouette perfectly captures the historic era of the Air-Cooled Porsche 911 sports car, while the Speedcat is a true race inspired style capturing the slick lines of the water-cooled generations of 911. We are excited to release this capsule to Porsche and PUMA fans alike.”



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The PUMA x Porsche collection will only produce 500 pairs per unique sneaker design across all sizes. Colors in the collection ranges from Palace Blue-Galaxy Blue to High Risk Red - PUMA Black and Golden-Rod to Glacier-Gray injecting the shoes with a jaw-dropping look. These provide a visual link to original Porsche vehicle hues including Riviera Blue, Guards Red, Saffron Yellow Metallic and GT Silver Metallic.

In creating the shoes, designers looked to the cars themselves. Drawing on popular period-specific paint colors and the iconic rear wing, to lightbars, interiors, and body lines. They were all used as inspiration to create a collection of shoes as loud, fast, and captivating as the 911 Turbo itself.

The shoes will retail for \$150 per pair and are available online at us.puma.com, www.porsche-design.com/icons-of-fast, as well as in-stores at the PUMA flagship store in New York, Porsche Design stores in the greater Los Angeles and Miami areas, Houston and the Porsche Experience Centers in Atlanta and Los Angeles.

Porsche and PUMA have worked together previously, as the sports company is the exclusive technical partner of Porsche Motorsport including the Porsche GT Team and TAG Heuer Porsche Formula E Team for fireproof racing clothing, team wear as well as shoes and luggage. Porsche Design also entered a strategic relationship with PUMA in 2019, resulting in seasonal collections of high-end sportswear, footwear and accessories.

To learn more about the partnership, visit www.porsche-design.com/icons-of-fast/partnership.

For media images of the shoe collection, visit the [U.S. Porsche Newsroom](#).

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PUMA

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