



PRESS RELEASE

PUMA together with Ferrari elevate iconic footwear design with the second season of the Ferrari ION F

Herzogenaurach, Germany – 26 April 2022 — Sports company PUMA together with Ferrari are elevating their footwear partnership with an exciting second-generation release of the highly anticipated ION F collection. Representing the pinnacle of footwear, the new ION F sneakers embody a perfect fusion of luxury and performance.

Embracing evocative and elite Ferrari design cues - specifically the state-of-the-art front wing of Ferrari's pioneering SF90 Stradale sports car - the second generation of ION F sneakers comprises of two new style capsules titled ION F Pool and ION F Sunset.

The footwear features a clean, rich graphic mesh material, and a color matched internal neoprene sock construction for unparalleled comfort. The colors and design inspiration is taken from summer lifestyle with two hues; a white 'Pool' mesh graphic, and a red mesh graphic called 'Sunset'. The progressive style also features an innovative knitted sock construction and a premium magnetic fit-lock for ultimate performance.

Glamorous, fast, and luxurious in equal measure, the new ION F proudly displays the Ferrari wordmark and 'Cavallino Rampante' emblem - Ferrari's iconic Prancing Horse. The instantly recognizable designs feature a reflective TPU panel at the back of the sneaker, wrapped by an unbreakable and sculptural PU Foam support in the shape of a wing, for additional traction and ultimate comfort.

Make sure you secure your piece of this exciting evolution of PUMA together with Ferrari and get your new ION F sneakers now. They are available at selected PUMA and Ferrari stores and online on puma.com and store.ferrari.com.

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PUMA

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