



PRESS RELEASE

PUMA celebrates 50th anniversary of Porsche 911 Carrera RS 2.7 with a signature model: PUMA x Porsche Suede RS 2.7 Limited edition

Herzogenaurach/Stuttgart, Germany – 09 June 2022 — Global sports company PUMA together with Porsche are paying homage to the legacy of a true road and motorsport icon - the Porsche 911 Carrera RS 2.7 - with a strictly limited, special edition version of the all-time classic footwear model, the PUMA Suede.

50 years ago, Porsche began the development of the 911 Carrera RS 2.7 and initially build 500 examples to homologate the car for Group 4 racing regulations for Special GT cars. Famously debuted at the 1972 Salon de l'Automobile (Paris Motor Show), the Porsche 911 Carrera RS 2.7 was an instant hit. All 500 vehicles had sold just weeks later. Similarly, the PUMA Suede is an emblematic piece of PUMA history - originally debuting with only 307 pairs to celebrate Olympian Tommie Smith's competition number.

The 911 Carrera RS 2.7. became a road-approved vehicle for customers who also wanted to participate in racing events. It was the first 911 to be christened "Carrera" – the crowning glory of the Porsche range. The suffix is a reference to Porsche's success at the classic Carrera Panamericana Road race in 1954. While the "RS" makes it clearly that the car was made for racing and rallying, the "2.7" represents the engine displacement. A seamless blend between style and performance, the RS 2.7 with its spartan specification was built with speed in mind from the outset. The most distinctive feature of the fastest German production car of its day (top speed 245 km/h) is the rear spoiler, popularly known as the "ducktail".

It is a legacy that PUMA is now proudly paying homage to, with the new release of an all-time classic footwear collection limited to 500 pairs (per colorway). The timeless PUMA Suede now joins the PUMA x PORSCHE line. Bearing the iconic RS 2.7 typeface, being fast and strictly limited - just like the original Porsche 911 Carrera RS 2.7 itself - the Puma x Porsche Suede RS 2.7 Limited Edition is the ultimate footwear celebration of this automotive icon. The sneaker is available in ten different colorways customers of the Porsche 911 Carrera RS 2.7 could choose from. Two of the colorways – Orange/Black and Grand Prix White/Black – are exclusively available in The Netherlands and Japan respectively.

The owners of the PUMA x Porsche Suede RS 2.7 Limited Edition will be granted the exclusivity of free entry to the Porsche Museum until the end of 2022 to experience the legendary heritage of Porsche first-hand.

The limited-edition will be released on 9th of June via puma.com, shop.porsche.com and on 10th of June at the Porsche Museum Shop.

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PUMA

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 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>

About Porsche Design:

In 1963, Professor Ferdinand Alexander Porsche created one of the most iconic design objects in contemporary history: the Porsche 911. Following his vision to take the principles and myth of Porsche beyond the automotive world, he created the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language can still be seen in all Porsche Design products today. Every Porsche Design product stands for extraordinary precision and perfection, boasts a high level of technological innovation and seamlessly combines intelligent functionality and puristic design. Created by Studio F. A. Porsche in Austria, our products are sold worldwide in Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store (www.porsche-design.com).