



## PRESS RELEASE

### **PUMA 's direct street culture injection: The BMW M Motorsport Footwear Pack**

**Herzogenaurach, Germany, August 03, 2020** — Global sports company PUMA jumps into the cockpit with style releasing the BMW M Motorsport Footwear Pack. The street culture inspired collection is offering three different kicks: RS-2K, OCTN and Mile Rider.

The evolution of Street Culture is on a surge through people worldwide living up the automotive lifestyle via e.g. customizing their ride, gathering with sympathizers of burning rubber and V8 engines bubbling sounds or having a road trip into the sundowner next to the coastline. PUMA pimps your bodykit with the latest kicks of BMW M Motorsport consisting of three different setups.

The blend of speed and style is embraced by the BMW M Motorsport RS-2K. The setup of a bulky silhouette and molded sockliner with specific RS puma branding makes you feel comfortable in every single curve cruising up the serpentine road. Variety is what it is all about hence the shoe 's livery is coming in PUMA white or PUMA black merged with Marina-High Risk Red.

Endless rides through the avenues could not be more comfy with the BMW M Motorsport Mile Rider. The women-orientated footwear offers a sporty mesh upper with colorful overlays and graphics. Customization all over the place.

Infusing the latest tuning DNA into a new progressive silhouette the BMW M Motorsport OCTN brings the track to the street. It's dirt track tire inspired tooling grips the ground no matter how heavy you put the hammer down. The upper has a modern and technical execution, using different motorsport inspired details. Made for the stylish petrol heads, for the misfits, for those that hustle and need the ultimate look and comfort wherever they go. This is your tuning kit!

Pimp your style! The BMW M Motorsport Pack is available in stores and online now at [www.puma.com](http://www.puma.com).

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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/>