



PRESS RELEASE

Light Up Your Look with Neon Energy: PUMA x Mercedes-AMG PETRONAS Formula One Team

Herzogenaurach, 17th October 2024 – Global sports company PUMA, in collaboration with the Mercedes-AMG PETRONAS F1 Team, is thrilled to announce the launch of the limited-edition Neon Energy collection. This exclusive line is inspired by the vibrant energy of Las Vegas, bringing a bold and electrifying aesthetic to your wardrobe.

The inspiration behind this collection draws heavily from the pulsating nightlife and vibrant neon lights of Las Vegas, a city synonymous with energy and excitement. This dynamic aesthetic is mirrored in the collection's bold designs and striking color palette. Additionally, the concept of "engine boost" plays a pivotal role, symbolizing the high-octane performance and relentless drive of the Mercedes-AMG PETRONAS F1 Team.

Just as an engine boost propels a car to peak performance, the collection aims to elevate your style and energy, ensuring you stand out with every wear. This fusion of fashion and motorsport innovation encapsulates the thrill and intensity of the race track, bringing it to your everyday wardrobe.

This collection features a range of stylish and dynamic pieces, including the a cap, a hoodie, tshirt's, pants as well as the PUMA Suede XL sneakers. Each item in the collection is designed to capture the essence of Las Vegas's neon lights and energetic atmosphere, making it perfect for those who want to stand out and make a statement. The collection combines PUMA's innovative sportswear technology with the high-performance spirit of the Mercedes-AMG PETRONAS F1Team.

The Mercedes-AMG PETRONAS F1 Team Neon Energy collection is now available at selected PUMA stores as well as online at puma.com.

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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 75 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 about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.