



PRESS RELEASE

PUMA AND HOT WHEELS™ SHIFT INTO HIGH GEAR FOR NEW COLLABORATION



Herzogenaurach, 29th January 2025 - Start your engines! PUMA and Hot Wheels are going for a spin.

The PUMA x Hot Wheels collaboration bridges PUMA's sporting heritage with the fun and creative spirit of Mattel's beloved collectible toy car brand.

Created for kids, the partnership takes the unmistakable design DNA and imagery of Hot Wheels, applying it across a range of apparel and footwear, including nostalgic PUMA sneaker models from basketball and running.

The CA Pro, RS-X, and Suede XL are tricked out with decals, accents, and track motifs. The Hot Wheels flame logo appears across each design, alongside special touches like racing-inspired gradient colorways and commemorative graphics.

For apparel, specially created graphics are utilized on essentials like Hoodies, Shorts, and T-Shirts, with 3D silicone appliqués that elevate select designs. A PUMA x Hot Wheels logo lockup appears in combination with colorful all-over prints highlighted with pops of neon. Crossing the finish line, the collection's Backpack and Cap come accessorized with PUMA x Hot Wheels emblems and memorable details.

The collection's visuals are set in an immersive virtual environment; the Hot Wheels Digital Garage, a futuristic setting that showcases real cars from the Hot Wheels collection.

PUMA x Hot Wheels is available starting February 1, 2025, from PUMA.com, PUMA flagship stores, and selected PUMA stockists.

Media Contact:

Alberto Turincio, PUMA Global Communication, Sportstyle – alberto.turincio@puma.com

Sandra Wedel, PUMA Global PR, Sportstyle – sandra.wedel@puma.com

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.

MATTEL

Mattel is a leading global toy and family entertainment company and owner of one of the most iconic brand portfolios in the world. We engage consumers and fans through our franchise brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends™, UNO®, Masters of the Universe®, Matchbox®, Monster High®, MEGA® and Polly Pocket®, as well as other popular properties that we own or license in partnership with global entertainment companies. Our offerings include toys, content, consumer products, digital and live experiences. Our products are sold in collaboration with the world's leading retail and ecommerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering generations to explore the wonder of childhood and reach their full potential. Visit us at mattel.com.