



**PRESS RELEASE**

## **PUMA Launches Formula 1: Drive to Survive Collection**

**Herzogenaurach, 28<sup>th</sup> February 2025** – Global sports company PUMA proudly unveils the Formula 1: Drive to Survive Collection, a celebration of the relentless pursuit of performance, both on and off the track. This collection is a celebration of doing whatever it takes to push the boundaries of performance, with each piece designed to reflect the adrenaline-fueled energy and science of speed that drives motorsport.

Inspired by the fast world of Formula 1® and the hit Netflix series Formula 1: Drive to Survive, this collection captures the raw energy, speed, and intensity of the sport, while embracing cutting-edge technologies and digital innovations that are shaping the future of racing.

Season 7 of Netflix's Drive to Survive will air on the platform on 7 March 2025, and will once again take fans behind the scenes of what was one of the most competitive and dramatic seasons in the sport's history.

All Formula 1® fans know that it's all about embracing the rush, the split-second decisions, and the unrelenting pursuit of speed that define every moment on the track. Each piece in this collection tells the story of the racetrack: the sweat, the thrill, and the unspoken bond between the driver and the machine.

The first-ever Formula 1: Drive to Survive collection takes inspiration from the perspectives of spectators at the racetrack, where speed distorts everything in its wake. Racing towards the future, the collection encapsulates the sensation of hurtling towards the finish line, watching the world blur and shift as colors blend into the rush of the race. The bold and dynamic designs capture the essence of the racetrack, from the vibrant hues of the circuit to the powerful, fluid motion of the drivers themselves.

The PUMA & Formula 1: Drive to Survive Collection is now available for purchase online at [puma.com](https://www.puma.com) and at select PUMA stores worldwide.

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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 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.