



PRESS RELEASE

PUMA & FORMULA 1®: 75 YEARS OF SPEED

Herzogenaurach, 12th March 2025—Global sports company PUMA and FORMULA 1® proudly celebrate a historic milestone with the release of a special collection celebrating 75 years of racing excellence, speed, and adrenaline. This exclusive collection pays homage to the heritage of motorsport while pushing the boundaries of modern style.

Drawing from mid-century motorsport silhouettes, the collection presents must-see pieces such as the Woven Racing Jacket and water-repellant Moto Jacket and Pants. Iconic F1® graphics that pay homage to the sport's spirit and legacy are integrated into each item. Designs range from track to street and epitomize both history and the future of racing.

"We are very excited to partner with FORMULA 1® to celebrate 75-years of racing," said Thomas Josnik, Vice President of Motorsport at PUMA. "This collection brings together the eternal spirit of motorsport with modern innovation, offering fans apparel and footwear that is truly inspired by the spirit of speed."

In addition to the apparel, the collection features key PUMA sneaker models, such as the Inhale and Suede XL, receiving a special 75th anniversary makeover. These sneakers blend classic PUMA styling with F1®-inspired details, making them the perfect fusion of performance, heritage, and contemporary fashion.

The PUMA & FORMULA 1® 75th Anniversary Collection is now available at puma.com and selected PUMA stores.

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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.