



PRESS RELEASE

Racing in White: PUMA and Scuderia Ferrari HP Drop Miami's Limited Edition Collection

Herzogenaurach, 28th April 2025– Global Sports Company PUMA and Scuderia Ferrari HP are set to make waves during Miami GP week with the exclusive release of the first-ever White PUMA for Scuderia Ferrari HP Miami Limited Edition. This unique, limited-edition collection draws inspiration from the clean accent color of the seasonal 2025 Scuderia Ferrari HP F1 car livery (especially present on engine cover), while also nodding to the heritage of football away kits, when the team wears a new uniform when playing away from home.

White has long been celebrated as a symbol of clean style and timeless appeal. As such, it serves as the perfect canvas for this exclusive collaboration, offering a bold yet sophisticated design for both motorsport and fashion enthusiasts.

The new release blends the energy of the racetrack with the iconic appeal of football apparel, creating a statement piece that offers a fresh perspective on motorsport fashion. PUMA and Scuderia Ferrari HP have expertly combined these influences, resulting in a design that speaks to both automotive fans and the wider sports community.

To add to the excitement, drivers Charles Leclerc and Lewis Hamilton will wear the White Miami Limited Edition replica, paired with an exclusive white PUMA race suit, gloves, and Speedcat Pro footwear, whose design gives a nod to Miami GP special car livery. This bold, all-white ensemble marks a defining moment in motorsport apparel, blending innovation with heritage in a way never seen before.

This exclusive collection will be available in limited quantities, making it a must-have for fans looking to own a piece of Scuderia Ferrari HP history. Don't miss your chance to get yours at selected PUMA and Ferrari stores, as well as online at puma.com and store.ferrari.com starting from the 28th April.

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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.