



PRESS RELEASE

SLEEK IN SILVER: PUMA AND ROSÉ UNVEIL NEW METALLIC SPEEDCAT



Herzogenaurach, August 12, 2025 – Rosé debuts the latest evolution of the PUMA Speedcat, this time, forged in chrome.

In the latest leg of her Speedcat adventure, Rosé brings high-gloss attitude to an unexpected destination. Among stacks of tires and twisted metal, Rosé and the Speedcat roar to life: standing out and unapologetically bold.

The metallic silver Speedcat channels confidence through contrast. Its aerodynamic shape and low-profile silhouette nod to the design's motorsport heritage, completed with a metallic finish that harmonizes with the industrial surroundings.

The Speedcat isn't just built to move, it's made to be seen, before it vanishes into the horizon.

The new PUMA Speedcat is available starting August 14, 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.