



PRESS RELEASE

Sempre Forza Ferrari: Lauda's Spirit Lives On in New Limited-Edition Collection

Herzogenaurach, 1st september 2025 – Global Sports Company PUMA and Scuderia Ferrari HP are proud to unveil the Monza Limited Edition Collection, a tribute to one of Formula 1's most defining moments.

In 1975, Niki Lauda claimed his first World Championship title at Monza, a victory that reignited Scuderia Ferrari's racing legacy and cemented an unbreakable bond with the tifosi. Now, 50 years later, Lewis Hamilton and Charles Leclerc arrive at Monza as Scuderia Ferrari HP teammates for the very first time—marking a new chapter in Scuderia Ferrari's storied history.

To honor this milestone, PUMA and Scuderia Ferrari HP have created a collection inspired by Lauda's iconic race suits. Featuring vintage logos, throwback lettering, and retro-inspired details, the drop includes jackets, tees, footwear and caps designed for fans who know it's all about those firsts—every time the lights go out.

Throughout the Monza weekend, the Scuderia Ferrari HP team will be wearing the Monza Limited Edition Collection, showcasing a fusion of past and present both on and off the track.

The PUMA and Scuderia Ferrari HP Monza Limited Edition Collection is already available at selected PUMA and Ferrari store as well as online at puma.com and store.ferrari.com

Media Contact:

Cátia Antunes, PUMA Motorsport PR – catia.antunes.ext@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.