



MEDIA ALERT

PUMA and Scuderia Ferrari Unveil 2025 PR Kit

Herzogenaurach, 4th February 2025 — PUMA together with Scuderia Ferrari HP drivers releases the first official images from its 2025 PR kit, featuring an updated look for the upcoming season. The new look features sleek, lustrous stripes intricately detailed with white lines.

This reveal marks the beginning of an exciting new season, with more updates to come as the 2025 Formula 1® season approaches.

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.