



## PRESS RELEASE

### HIGH OCTANE RACING FOR THE STREET: X-POWER: PUMA x MERCEDES-AMG PETRONAS F1 TEAM

**Herzogenaurach, Germany – 1 July 2023** — Global sports company PUMA is leading an exciting cross-over of Mercedes-AMG design and apparel with the launch of the Autumn Winter 2023 collection: X-POWER: PUMA x Mercedes-AMG Petronas F1 Team. A fusion of peak performance and everyday usable design.

PUMA x Mercedes-AMG Petronas F1 Team collection takes inspiration from the Team's car while retaining street inspired fashion that fans will love. The X-POWER: PUMA x Mercedes-AMG Petronas F1 Team collection is a testament to the dedication, craftsmanship, and attention to detail that both PUMA Motorsport and the Mercedes-AMG Petronas F1 Team embody.

The collection showcases an exclusively designed hoodie, tracksuit pants, and t-shirts. Standout pieces of the collection are the outerwear and t-shirts; including an exclusively designed Mercedes-AMG Petronas F1 Team jacket; available in two striking colorways, as well as a choice of comfortable and stylish knitted crew neck sweaters. These pieces feature bespoke elements of the Team's current Mercedes-AMG Petronas F1 W14 E Performance - as raced in the 2023 season by Lewis Hamilton and George Russell. Such elements include drawings of the "Halo" - the safety infrastructure that protects the driver while racing.

Get your X-POWER: PUMA x Mercedes-AMG Petronas F1 Team collection now in select PUMA stores, authorized retailers, and online at [www.puma.com](http://www.puma.com).

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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. <https://about.puma.com/>