



## **PRESS RELEASE**

# **PUMA and BMW M Motorsport Unveil Unique Capsule Collection Celebrating the Iconic BMW Art Cars**

**Herzogenaurach, 11<sup>th</sup> June 2024** – Global Sports Company PUMA together with BMW M Motorsport are thrilled to announce the launch of the second groundbreaking capsule collection that pays homage to the legendary BMW Art Cars, this time to the first one by Alexander Calder. This unique collaboration brings together the worlds of automotive excellence, artistic innovation, and cutting-edge fashion.

The story of this BMW Art Car began unexpectedly in 1975 when American sculptor Alexander Calder designed a BMW 3.0 CSL race car. The brainchild of French auctioneer Hervé Poulain, this artistic endeavor was not a marketing ploy but a genuine fusion of art and automotive engineering. Poulain drove the no. 93 BMW 3.0 CSL in the Le Mans 24-hour race, and although he didn't finish, the colorful BMW Calder received an overwhelmingly positive response, igniting a series that would become legendary.

The PUMA X BMW M Motorsport Alexander Calder Art Car collection features an exclusive range of apparel and footwear that celebrates the enduring legacy of BMW's Art Car series. This cross-category capsule collection includes a full outfit comprising a shirt, shorts, two tees, a cap, and the iconic PUMA Suedes. Each piece is inspired by the vibrant and revolutionary design of the BMW Art Car by Alexander Calder, transforming them into wearable works of art.

The Art Car Collection by Alexander Calder from PUMA and BMW M Motorsport is a collector's dream, combining the bold aesthetic of Calder's designs with PUMA's renowned craftsmanship and style. This limited-edition collection is now available in selected PUMA stores and online at [puma.com](https://puma.com).

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## PUMA

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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.

### BMW Group Cultural Engagement

State Opera for all Gerhard Richter **CORPORATE CITIZENSHIP** Kochi-Muziris Biennale  
BMW Art Cars Berlin Biennale Ólafur Eliasson Art Basel Max Hooper Schneider  
BMW Art Journey **INTERCULTURAL DIALOGUE** Art D'Égypte Cao Fei Esther Mahlangu  
Zaha Hadid Les Rencontres d'Arles Jeff Koons Acute Art Tate Modern **LONGEVITY** Artsy  
BMW Open Work by Frieze **PARTNERSHIP** Andy Warhol BMW Guggenheim Lab Lu Yang  
Samson Young Bavarian State Opera BMW Welt Jazz Award **CREATIVE FREEDOM** Tefaf  
**INTERACTION** State Academic Bolshoi Theatre of Russia Kyotographie Premio de Pintura  
Garage Museum of Contemporary Art Paris Photo **SUSTAINABILITY** Leelee Chan Art Dubai  
Teatro alla Scala BMW Classics Jenny Holzer BMW Art Guide by Independent Collectors

Why Culture? Why not! Culture is knowledge, a sanctuary of beauty and depth, of meaning and peace. An inspiring escape. Tranquil at best, even unsettling sometimes. As corporate citizen, the BMW Group takes social responsibility seriously, as part of which it has been involved in hundreds of cultural initiatives worldwide for over half a century, both in the arts, music & sound, architecture as well as in design. As a long-term partner, creative freedom is key – and as essential for groundbreaking works as it is for major innovations within a business enterprise like ours.

Further information: [www.bmwgroup.com/culture](http://www.bmwgroup.com/culture) and [www.bmwgroup.com/overview](http://www.bmwgroup.com/overview)

Facebook: <https://www.facebook.com/BMW-Group-Culture>

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### The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.