



PRESS RELEASE

Formula One Driver George Russell becomes a PUMA ambassador

Herzogenaurach, Germany – 15 March 2022 — Sports company PUMA has signed Mercedes-AMG Petronas F1 Team driver George Russell as a brand ambassador making the young British driver part of its lifestyle and performance program.

Fast, talented and progressive: George Russell is a natural fit for the PUMA Family. The 24-year-old Formula One driver is a rising star in the world of motorsport.

“There isn’t a day where I’m not doing some form of training. PUMA is a brand that I’ve worn for many years, I use it for my fitness program, leisurewear and of course any time I’m in a Mercedes-AMG Petronas Formula 1 car. I have a great relationship with the brand and to finally be officially part of the PUMA Family is a real honor for me. I’m looking forward to our journey together,” said George Russell.

PUMA wants to drive innovation in race gear performance forward. Working closely with brand ambassadors like George Russell will help the sports company progress: “The overalls and other items we wear in the car are massively important from a performance perspective for a number of reasons. First is weight, everything that is put on or in the car needs to be as lightweight as possible and we work closely with PUMA to ensure all our race gear is as precisely developed and engineered as the car. Second is comfort. Every single item we wear, whether overalls, boots, gloves, fireproofs, all need to fit perfectly and as though you can’t feel them. In the intense environment of a cockpit, even the most minor of fit issues can be a distraction when you’re racing at 200mph. PUMA works really close with me to ensure both comfort and performance is optimized,” Russell added.

Besides performance PUMA is also embracing the lifestyle sector of car culture and streetwear. George is a young, cool and charismatic character who will fit PUMA’s strategy perfectly.

“It’s a pleasure to welcome George Russell to the PUMA Family. His attitude to work hard and strive for the best results is part of the “Forever Faster” mantra of PUMA,” said James Clark, Head of Sports Marketing Motorsport & Operations at PUMA. “We will have successful years together driving innovation in race gear and setting motorsport lifestyle trends. George’s great and authentic character is what PUMA is looking for. He is also a really nice guy. From a racing point of view, George has proven his competitiveness and speed already. He has got great potential and we are looking forward to support him 100% in his career.”

For George Russell 2022 is an exciting year with great perspectives: “My goals this year as a racing driver is to continue improving. I think it is going to be an incredibly challenging year with some really big changes within Formula One and I have to be very adaptable to the situation and work really hard with my team.”

“From a PUMA perspective, I would like to continue to help build the brand in the world of motorsport. Obviously, motorsport is a unique market and I think that is something that I really want to help push PUMA further.”

Media Contact:

Bastian Radloff, Global Integrated Marketing Motorsport – bastian.radloff@puma.com

PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 70 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 more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>