



PRESS RELEASE

Porsche and PUMA Celebrate the 60th Birthday of the 911 with Retro and Heritage Design Sneakers

Herzogenaurach, 6th September 2023 – Global Sports Company PUMA, together with Porsche, honor the legacy of the iconic Porsche 911, which continues to captivate automotive enthusiasts across the globe as it celebrates its 60th birthday. Born from the visionary mind of Ferdinand Alexander Porsche, the 911 has evolved into a symbol of cutting-edge design and engineering prowess. In honor of this milestone, PUMA and Porsche introduce two exclusive limited-edition sneaker models: the Retro Sneaker and the Heritage Sneaker. Both pay homage to the rich legacy and dynamic present of the Porsche 911.

The Retro Sneaker exquisitely captures the essence of the historic Porsche 911 S 2.5 from 1972. With its distinct slim silhouette reminiscent of the classic 911 design, the sneaker showcases an elegant Light Blue colorway mirroring the vehicle's iconic exterior shade. A nod to the origins of the 911, the starting number 56 is featured on the heel, creating a direct link to the cherished past. Limited to only 1,972 pairs – a nod to the vehicle's birth year – each Retro Sneaker is individually numbered and distinguished by the presence of the iconic Porsche lettering on the top of the leather flap. The grill badge, a distinctive circular emblem, and the 60 Years of Porsche 911 logo further accentuates the sporty character of the sneaker, culminating in a footwear masterpiece.

The Heritage Sneaker pays homage to the contemporary embodiment of the Porsche 911 in the form of the new 911 S/T. Drawing inspiration from the sporty demeanor of this vehicle, the sleek sneaker boasts a modern and dynamic silhouette. The smooth leather construction, colored in an elegant gray hue reminiscent of the anniversary car's exterior, exudes sophistication. The inclusion of the starting number 63, commemorating the year of the 911's inception, adds a personal touch to this limited edition sneaker, with only 1,963 pairs available. Just like the Retro Sneaker, individual numbering is proudly displayed on the underside of the textile tongue. The grill badge woven label, showcasing

the 60 Years of Porsche 911 logo in color, accentuates the Heritage Sneaker's sporty aura.

The unveiling and exclusive pre-sale event for these exceptional sneakers will take place on September 5th at the Porsche pop-up store during the IAA Mobility event in Munich, Germany.

Secure your PUMA X Porsche limited edition 911 sneakers exclusively on puma.com in North America beginning September 14 and in Europe starting from September 24. These sought-after sneakers will also be available for purchase on shop.porsche.com and can be found at the Porsche Museum store in Stuttgart-Zuffenhausen, along with the Porsche factory stores in Zuffenhausen and Weissach, from September 6.

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.