



PRESS RELEASE

Alfa Romeo F1 Team ORLEN drivers Zhou Guanyu and Valtteri Bottas visited largest PUMA flagship store in Southeast Asia ahead of 2022 Singapore Grand Prix

Herzogenaurach, Germany – 29 September 2022 — Global sports company PUMA is celebrating Formula 1's return to Singapore, as well as its status as official partner and race gear supplier to the Alfa Romeo F1 Team ORLEN by hosting drivers Valtteri Bottas and Zhou Guanyu at PUMA's largest Southeast Asia flagship store on Wednesday 28th September.

Located in the '313@Somerset' Shopping centre, on the popular retail focused Orchard Road, the new flagship store, which has been open since the 18th of July, is a focal hub for PUMA products, fans, ambassadors and activations in Southeast Asia. Showcasing the full range of PUMA's athletic fashion and fitness categories, through 7,100 square feet of immersive store experience, the store is also the first street-facing duplex store in the Far East.

In addition to meeting fans and getting a chance to browse all the latest exclusive and limited-edition PUMA products available in the flagship store, Valtteri and Zhou conducted livestream sessions, and interviews with media and influencers.

PUMA's partnership which was agreed at the beginning of the 2022 season is the latest step in PUMA's long standing motorsport heritage and showcases PUMA's cutting edge and fully customized race gear - as worn by the team's drivers; Valtteri Bottas and Zhou Guanyu. Not just limited to the cockpit however, PUMA also supports the Alfa Romeo F1 Team ORLEN with the latest training gear and trackside sneakers, as part of their travel gear, as they move around the world during the 2022 season.

Alfa Romeo F1 Team ORLEN driver Zhou Guanyu, who shares an equal passion for fashion as motorsport, said: *"To get the opportunity to check out the largest and first-ever PUMA store in Southeast Asia is very exciting. The immersive design of the whole place is incredible - the teams behind it have done a fantastic job. I always said that if I wasn't a driver, I would be designing clothes or sneakers maybe, so to be part of this activation with PUMA is a great opportunity."*

Valtteri Bottas who has had a long-standing relationship with PUMA through his previous team and now the exciting partnership with the Alfa Romeo F1 Team ORLEN added: *"PUMA always knocks it out of the park with their style and products, so I was looking forward to taking a small break from the paddock to visit the first-ever PUMA flagship store in Southeast Asia. We really enjoy the relationship with PUMA as our official race gear supplier and such activations are always great to step out of the routine ahead of the GP weekends."*

Eleanor Wang, Head of Marketing, Southeast Asia, PUMA, added: *“Set in the heart of Singapore’s shopping belt, our Flagship is the biggest duplex street-facing store in Southeast Asia, which opened just last month. Through the store, we want to provide a more immersive, experiential journey with PUMA, establishing a meaningful connection with our consumers through the brand, products and amplified opportunities for our consumers.*

“With that, we are privileged to have both Valtteri Bottas and Zhou Guanyu visit PUMA’s Flagship store. Motorsports has always been a key performance category for us, and we want to continue uplifting and fueling passion for motorsports fans, by transitioning these pure performance products into the PUMA collection from track to street. The store will be decked in line with Singapore’s F1 Grand Prix weekend; PUMA is proud to be the official race gear supplier for Alfa Romeo F1 Team ORLEN this year.”

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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 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/>