



## PRESS RELEASE

### **PUMA teams up with Mercedes-AMG Motorsport** **First joint collection: PUMA x Mercedes-AMG Motorsport Wild Child**

**Herzogenaurach, Germany, April 11, 2023** — Global sports company PUMA has entered a new partnership with Mercedes-AMG Motorsport, which will see all AMG factory drivers in GT Sport wear, the company's high-performance fireproof race gear. The new cooperation will be celebrated with the release of the 2023 Spring Summer PUMA x Mercedes-AMG Motorsport Wild Child collection.

It's an incredible combination of the driving performance of Affalterbach together with the Forever Faster credo from Herzogenaurach. All AMG factory drivers in GT Sport will be supplied with the exclusive PUMA fire-proof and light-weight race gear from the race suit, gloves and underlayers towards the race boots. Following many successful seasons with the Mercedes-AMG Petronas F1 Team, PUMA welcomes the partnership with Mercedes-AMG Motorsport, which will blend the world of Motorsport and car culture, driving the lifestyle approach of both brands forward.

The first PUMA x Mercedes-AMG Motorsport collections is a bold and stylish statement. Just like any Mercedes-AMG vehicle, the eye-catching colors and designs of the collection are performance ready for the street or the track at any time. Mercedes-AMG vehicles are designed and engineered to have more power output and impressive driving dynamics, as well as boasting a range of exterior and interior specialities. As the performance luxury brand AMG truly is also a kind of Wild Child of Mercedes-Benz, and the new 2023 Spring Summer collection celebrates this in awesome style.

Utilizing four principle colors - green, pink, blue and black - along with the famous AMG lettering logo printed in white, the collection features three different colourways of Woven Jacket, T-Shirt, Woven Shorts and long Woven tracksuit pants. The collection is headlined by three choices of footwear models in a striking array of designs - the PUMA RS-X, PUMA Slipstream, and PUMA Maco SL.

Thomas Josnik, General Director Motorsport, PUMA:

*„I am really excited about the partnership with Mercedes-AMG Motorsport. The performance driven and young lifestyle approach of our new partner is a perfect fit, blending the worlds of*



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*Motorsport and Car Culture which PUMA embraces in our FOREVER. FASTER. credo. A lot of potential is about to be generated out of the collaboration: community driven events, a lot of podiums and successful seasonal campaigns of our fashion line. I am looking forward to this new chapter and I am proud to welcome Mercedes-AMG Motorsport to our PUMA Family."*

Christoph Sagemüller, Head of Mercedes-AMG Motorsport:

*"PUMA has been working very successfully with our Mercedes-AMG Petronas Formula One Team as Official Supplier of Technical Clothing and Footwear for a long time. We are therefore delighted that we have now been able to extend this cooperation to the entire Mercedes-AMG Motorsport commitment. As Mercedes-AMG Motorsport Official Partner, PUMA will also supply our factory drivers in GT Sport with race gear. The design of these performance-oriented products will also be integrated into the seasonal PUMA x Mercedes-AMG Motorsport Sportstyle collections in the future. This will make the racing-inspired car culture even more tangible for our fans."*

So gear up, and strap in - the new Spring Summer 2023 PUMA x Mercedes-AMG Motorsport Wild Child Collection is available now in selected PUMA Retail stores, as well as online on [puma.com](https://puma.com).

Media Contact:

Bastian Radloff, Global Integrated Marketing – ([bastian.radloff@puma.com](mailto: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 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>