



PRESS RELEASE

Legacy meets retro-futuristic style: PUMA unveils Motorsport partner collection

Herzogenaurach, Germany, January 14, 2021 — Global sports company PUMA takes the Spring / Summer partner collection on a journey back in time. The Mercedes-AMG Petronas Formula One Team, Red Bull Racing and BMW M Motorsports range impresses with playful and retro futuristic designs blend with the established team colors translating on-track spirit into street lifestyle.

The BMW M Motorsports tire slaying legacy continues. Since 1978 the performance of the Bavarian race team is impressing the world kicking off an addictive as well as outstanding automotive and motorsport era. The BMW M Motorsports street collection embodies the graphic story of the way the M Colors were applied to those thrilling cars. Pictures of the M stripes mixed up with Iconic Design Elements are transforming the dynamism and rubber burning mentality of BMW M Motorsports from track to street. Ready to rev up the engines the BMW M Motorsport footwear collection is inspired by retro-futurism and X-tended reality unleashing the Low Racer for the very first time on the tarmac via tuning up a classic silhouette with a motorsport twist.

Since 1934, the iconic Silver Arrows name has been synonymous with the racing heritage of Mercedes-Benz. The latest Mercedes-AMG Petronas Formula One Team Street Collection by PUMA celebrates the legacy of the Silver Arrows by innovatively combining it with the distinctive aesthetics of arcade games and movie posters of the 1970's and '80's. The result creates a unique, retro-futuristic graphical direction. The footwear portfolio heats up the tarmac with established silhouettes like the Future Rider and RSX-Cube though also dropping some new silhouettes like the Mile Rider. The women orientated footwear offers a sporty mesh upper with colorful overlays and graphics.

In a loud and playful manner PUMA x Red Bull Racing is conquering the street with their Spring / Summer collection. The AOP Hoodie is your cool looking asset in the paddock featuring a relaxed fit and slightly dropped shoulder. For your show & shine performance the AOP Tee gives you an eye-catching appearance on any grid walk. Talking about jaw-dropping colors the Red Bull Racing footwear collection is dropping the Future Rider in the signature orange very similar to the hue of Formula One driver Max Verstappen's race kicks.



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Loosen your handbrake and get your PUMA Motorsport Partner collection in PUMA stores and online on puma.com now.

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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/>