



PRESS RELEASE

PUMA and Scuderia Ferrari HP Launch Iconic Soccer Jersey for Austrian Grand Prix

Herzogenaurach, 25th June 2024 – Global Sport Company PUMA together with Scuderia Ferrari HP are thrilled to announce a revolutionary fusion of motorsport and football: the all-new Scuderia Ferrari 2024 Soccer Jersey. As the Austrian Grand Prix approaches, fans around the world can now showcase their passion for the Iconic Red in a whole new arena.

With the release of the Scuderia Ferrari 2024 Soccer Jersey, PUMA and Scuderia Ferrari HP invite fans to imagine their favorite motorsport team as a football club. This bold reinterpretation pairs the unmistakable Scuderia Ferrari HP red with vibrant yellow pinstripes, capturing the spirit of speed and excitement that defines both sports.

Featuring the official team and sponsor logos, the Scuderia Ferrari 2024 Soccer Jersey offers a seamless transition from the racetrack to the football pitch. Whether cheering from the stands or playing on the field, fans can now proudly display their allegiance to Scuderia Ferrari HP in a whole new way.

Designed to inspire and empower fans worldwide, the Scuderia Ferrari 2024 Soccer Jersey embodies the values of excellence, teamwork, and relentless determination. With its striking design and impeccable craftsmanship, this jersey is sure to become a symbol for Scuderia Ferrari HP enthusiasts everywhere.

The release of the Scuderia Ferrari 2024 Soccer Jersey marks a new chapter in the ongoing collaboration between PUMA and Scuderia Ferrari HP, showcasing a shared commitment to pushing the boundaries of possibility and redefining the intersection of sport and style.

The Scuderia Ferrari Soccer Jersey is now available at selected PUMA and Ferrari stores, as well as online on puma.com and store.ferrari.com.

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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 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.