



PRESS RELEASE

PUMA unveils a fusion of style and speed with the Scuderia Ferrari Speedcat

Herzogenaurach, Germany, December 10, 2020 — Global sports company PUMA blends two legacies with the launch of the Scuderia Ferrari Speedcat collection. The footwear resembles PUMA Motorsport's roots of the Speedcat and the heritage of the colors of Scuderia Ferrari's Rosso Corsa.

No race team has been sticking to its brand color like Scuderia Ferrari. Since the beginning of their legacy in 1929 the cars livery has always been the remarkable Rosso Corsa. The red hue became the eye-catcher and signature characteristic of the Italian race team while other competitors amended their livery color according to e.g. sponsors. PUMA is working with Scuderia Ferrari since 2004 as the official team supplier. The global sports brand is paying homage to the partnership with the Maranello-based race team by re-releasing the signature Scuderia Ferrari Speedcat in Rosso Corsa.

Pure race attitude without compromising a classic look translates the PUMA x Scuderia Ferrari Speedcat into the perfect footwear to drive in style. The shoe is coming with the established low profile rubber outsole for a better grip on the pedals. The upper is featuring a premium suede embracing the classic silhouette of the Speedcat.

The signature PUMA x Scuderia Ferrari Speedcat is conquering the streets in two different colors. Besides the characteristic Rosso Corsa hue the shoe is dropping as well in PUMA Black. The logo of the most successful Formula One team in the history of Motorsport placed on the heel is inhaling additional Italian race flair to the shoe.

Watch out for the legacy of style and speed. The PUMA x Scuderia Ferrari Speedcat is available 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/>