



## PRESS RELEASE

### **PUMA carves a statement in the tarmac with the sales premiere of the Mercedes-AMG Petronas F1 Team Speedcat Pro**

**Herzogenaurach, Germany, September 24, 2020** — Global sports company PUMA unleashes the fastest shoes with the very first sales premiere of the Mercedes-AMG Petronas F1 Team Speedcat Pro of Lewis Hamilton and Valtteri Bottas. The limited edition of those exclusive race boot is featuring exactly the same technology, fabrics and colors the current Constructors' and Drivers' World Champions are chasing podiums with.

PUMA is the official Team Supplier of the Mercedes-AMG Petronas F1 Team since 2012 witnessing a new era of motorsport. The global sports company is assisting the six-time consecutive Constructors' and Drivers' World Champions with the highest performance and safety standards of race gear. Light weight fabrics and fireproof material keep Lewis Hamilton, Valtteri Bottas & Co competitive and safe at the same time. PUMA is offering the race boots of Mercedes-AMG Petronas F1 team drivers Hamilton and Bottas for the very first time on sale, giving motorsport enthusiasts the super limited opportunity to get one pair of the fastest shoes PUMA has ever brought to life.

Lewis Hamilton is competing since 2013 in PUMA race boots and knows the shoes very well: "The advantages what the shoe is delivering is all about the feeling. Feeling the pedal, feeling the brake. You get the realest and most efficient feeling of the pedals in particular the throttle and the brake. " His teammate Valtteri Bottas added: "It (Speedcat Pro) needs to be comfortable and it needs to be light weight. And of course, you want safety from it. For me it is the best racing shoe I have ever had in my career. "

Competing at the pinnacle of motorsport only comes with state-of-the-art materials for racing. Full throttle performance is guaranteed with the upper and inner lining of the PUMA Speedcat Pro made of lightweight fabrics that don't compromise comfort and ensure protection against fire. Further weight reduction comes in the form of heel support made of real carbon fibre counter. The low-profile rubber outsole and the EVA wedge provides absolute control of the pedals with the right amount of comfort while keeping the shoe light and nimble.

Safety always receives the major focus of PUMA during the development process. The Speedcat Pro was consequently built in compliance with the latest FIA Homologation Regulations for Safety Equipment (FIA Standard 8856-2018) for the best protection in racing.



## PRESS RELEASE

Get the engines started as the Speedcat Pro will only be available in limited numbers. Lewis Hamilton black race boot with purple form stripe will only sit with 44 pairs on sale. Valtteri Bottas pro model of the Speedcat Pro featuring a white form strip is limited to 45 pairs.

The engine speed limiter is about to be in the red sector with the Mercedes-AMG Petronas F1 Team Speedcat Pro being available on [eu.puma.com](http://eu.puma.com) up from Thursday, 24<sup>th</sup> September, 5pm (CET).

Media Contact:

Bastian Radloff, Global PR & Social Media Motorsport– ([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/>