



PRESS RELEASE

PUMA and SCUDERIA FERRARI HP Take Motorsport to the Slopes with New Winter Collection

Herzogenaurach, 23rd July 2024 – Global sports company PUMA together with Scuderia Ferrari HP are excited to unveil their latest collaboration, bringing the thrill of motorsport to the winter season with the new PUMA for Scuderia Ferrari collection. Designed to keep you warm and fast, this collection features progressive winter protection and designs that prioritize cushioned comfort.

This season, PUMA and Scuderia Ferrari HP fuse the high-speed excitement of motorsport with the functionality of winter sportswear. The collection is engineered to offer superior warmth and comfort, ensuring that fans can stay fast even in the coldest conditions.

The use of heat map-inspired graphics adds a sporty touch, reflecting the dynamic energy of motorsport. These innovative designs not only keep you warm but also ensure you look stylish whether you're on the slopes or enjoying après-ski activities. Every item in the collection is designed to protect against the elements while maintaining a sleek, aerodynamic look.

This collection will be available at selected PUMA stores as well as online at puma.com and ferrari.com. Embrace the winter season with gear that keeps you warm and fast, and make a statement on and off the slopes.

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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.