



PRESS RELEASE

Touchdown: PUMA Unveils the Scuderia Ferrari American Football Jersey ahead Austin GP

Herzogenaurach, October 16, 2023 – Global Sports company PUMA together with Scuderia Ferrari are proud to announce the latest addition to the 2023 Replica Collection: the Scuderia Ferrari American Football Jersey. This groundbreaking collaboration merges the worlds of motorsport and American football like never before, creating a jersey that's as iconic as it is innovative.

The Scuderia Ferrari American Football Jersey represents a remarkable fusion of two iconic worlds, transcending the boundaries of motorsport to capture the essence of American football. Through a different lens, it showcases that Scuderia Ferrari's influence extends far beyond the race track, resonating with fans worldwide.

The unveiling of this unique jersey prior to the Austin Grand Prix is a nod to Texas' deep-rooted love for football. This not only aligns with the local sports culture but also presents a more trend-relevant silhouette, catering to a wider audience of sports enthusiasts and fashion-conscious individuals alike. It's not just a statement of style, but a testament to the brand's ability to connect with fans on a global scale, regardless of their sporting preferences.

The Scuderia Ferrari American Football Jersey seamlessly blends the classic silhouette of American football with the unmistakable essence of Scuderia Ferrari's racing heritage. True to its racing roots, this jersey is bathed in the iconic Ferrari racing red, the Scuderia Ferrari's emblem, sponsor logos, and driver numbers.

It's a fusion of two worlds, merging the passion of motorsport with the fervor of American football, creating a jersey that truly embodies the spirit of Scuderia Ferrari in a unique and captivating way.

To secure yours, visit selected PUMA and Ferrari stores, as well as online at 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.