



PRESS RELEASE

WILLIAMS RACING AND PUMA UNVEIL EXCLUSIVE KIT AT THE PUMA NYC FLAGSHIP STORE

Herzogenaurach, 7th February 2024 – Global Sports Company PUMA together with Williams Racing proudly announce the launch of the Williams Racing Kit for the Formula 1 2024 season. The launch took place at the PUMA NYC Flagship Store on February 5th, in tandem with the team's full Season Launch, introducing the Williams Racing Kit to the streets of New York City and the world.

The partnership between Williams Racing and PUMA marks the intersection of two illustrious histories in motorsport. Williams Racing, a pioneering force in Formula 1 known for its legacy of victories and technological innovation, joins forces with PUMA, a brand deeply immersed in rich motorsport history.

Thomas Josnik, Vice President of the Motorsport Business Unit at PUMA, emphasized the significance, stating, "The launch of the Williams Racing Kit at our NYC Flagship Store reflects our shared commitment to pushing boundaries, making motorsport accessible to fans worldwide."

For a limited time, an exclusive Williams Racing racing car in the 2024 livery will be available to visit at the PUMA NYC Flagship store on Fifth Avenue until store close on Sunday, 11th February, allowing you to get up and close to a Formula 1 car.

The highly anticipated Williams Racing 2024 kit is now available for purchase both in-store at the PUMA NYC Flagship Store and online at puma.com and williamsf1.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.