



PRESS RELEASE

PUMA ANNOUNCES PARTNERSHIP WITH INFINITI RED BULL RACING F1 TEAM

New Sports Marketing and Global Licensing Deal Effective from January 2016

Herzogenaurach, Germany (28 April, 2015) – PUMA has announced a new long-term partnership with INFINITI RED BULL RACING. Effective from 1st January 2016, the Global Sports Brand will become the *Official Licensed Partner* and *Official Supplier of Team and Racewear* to INFINITI RED BULL RACING, outfitting the F1 team with performance racewear, footwear and teamwear. In addition, the Global Sports brand will exclusively produce and distribute licensed replica, fanwear and lifestyle footwear, apparel and accessories collections for global distribution.

INFINITI RED BULL RACING is a key global partner for PUMA and as a top tier asset will feature alongside PUMA's other high profile partners in PUMA's brand and marketing campaigns in 2016 and beyond, with *Forever Faster* being the perfect platform to communicate INFINITI RED BULL RACING through a PUMA lens. PUMA branding will feature prominently on the INFINITI RED BULL RACING car, teamwear and racewear, bringing more brand presence to PUMA in the fastest of sports.

Bjørn Gulden, Chief Executive Officer for PUMA commented; *"PUMA and Red Bull have a great brand synergy, and this new partnership with INFINITI RED BULL RACING is another big statement for PUMA. There is huge potential within the wider Red Bull organisation to build upon this partnership and explore new territory, and there is an enthusiasm amongst both companies to do so. INFINITI RED BULL RACING is a great team with massive appeal, and this is another positive step in our desire to become the Fastest Sport Brand in the World."*

Christian Horner, Team Principal of the *INFINITI RED BULL RACING* team said; *"PUMA is a great fit with the INFINITI RED BULL RACING team and we are looking forward to working with them once again. RED BULL RACING and PUMA enjoyed a successful relationship between 2007 and 2010, during which time we won our first Drivers' and Constructors' Championships (in 2010). The licensed collection that will launch in 2016 is looking fantastic; I'm sure the fans are going to love it."*

PUMA has a long heritage in the Motorsport category and since 1999 has worked with a number of high profile Formula One teams as an Official Partner and supplied these teams with innovative fireproof performance racewear. The addition of INFINITI RED BULL RACING to PUMA's portfolio of Formula One partners will complement the brand's existing licensees, infusing PUMA's Motorsport category with bold INFINITI RED BULL RACING product designs that will broaden the appeal of the Global Sport Brand's motorsport offering.

Media Contact:

Ulf Santjer – Corporate Communications – PUMA – +49 9132 81 2489 – ulf.santjer@puma.com

PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For over 65 years, PUMA has established a history of making fast product designs for the fastest competitors on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running, Training and Fitness, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands such as Alexander McQueen and Mihara Yasuhiro to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf, Tretorn, Dobotex and Brandon. The company distributes its products in more than 120 countries, employs more than 10,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>