



PRESS RELEASE

PUMA Celebrates the Strength and Innovation of Carbon Fibre with Scuderia Ferrari HP at the Italian Grand Prix

Herzogenaurach, 27th August 2024 – Global sports company PUMA in collaboration with Scuderia Ferrari HP is proud to celebrate the remarkable material that has revolutionized the world of racing: carbon fibre. This Grand Prix weekend at Monza will not only be a showcase of speed and competition but also a tribute to the material that has significantly enhanced safety and performance in Formula 1.

Since its debut in the USA in 1958, carbon fibre has revolutionized Formula 1. Scuderia Ferrari HP first used it in 1982 to strengthen their car's chassis, and by 1983, they introduced the first car with a full carbon fibre structure, enhancing safety and durability. Over the years, carbon fibre became essential in F1, used for everything from custom-fit pedals to steering components. By 2014, even gearboxes were made entirely of carbon fibre, highlighting its importance in improving speed and aerodynamics.

At this year's Italian Grand Prix, Charles Leclerc and Carlos Sainz will wear exclusive race suits, t-shirts, caps, and Speedcat Pro race boots, all adorned with a carbon-fibre-inspired design that fuses the rich heritage of racing with a sleek, contemporary aesthetic. These feature an all-black base, highlighted by striking accents of yellow—a color deeply entrenched in Scuderia Ferrari HP's heritage. Yellow also holds significance as the emblematic color of Modena, the city of Enzo Ferrari, selected as the backdrop for the iconic black Prancing Horse.

PUMA is excited to honour the past, present, and future of Formula 1's technological advancements with Scuderia Ferrari HP. Together, we celebrate the material that has not only safeguarded our drivers but also propelled the sport to new heights.

The Scuderia Ferrari Monza Special Edition Awaits You! Available now in select PUMA and Ferrari stores, as well as online at puma.com and store.ferrari.com. Don't miss the chance to own a piece of racing excellence.

Media Contact:

Cátia Antunes, PUMA Motorsport PR – catia.antunes.ext@puma.com

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.