



PRESS RELEASE

PUMA x BMW M MOTORSPORT Unveils New Collection Inspired by the M4

Herzogenaurach, 21st January 2025 – Global Sports Company PUMA and BMW M MOTORSPORT proudly present their latest collection inspired by the exhilarating spirit of the BMW M4 and perfectly combines track-ready performance with street-smart style. This is a testament to the shared commitment of both brands toward innovation, speed, and style.

Inspired by the livery of the BMW M4, which is designed to get your heart racing, this collection features bold, dynamic graphics that reflect the unmistakable energy of the car. Silhouettes include hoodies, T-shirts, and shorts; clean lines and functional, everyday tech will keep wearers comfortable and stylish, whether they're hitting the track or navigating city streets.

Completing the ensemble is a line of footwear, topped by the BMW MMS Inverse. This marquee sneaker captures that rush feeling one gets with a drive in a BMW M4 and offers the best in both form and function. With top-notch materials and sleek designs, the BMW MMS Inverse guarantees that one will always be steps ahead of the game.

This collection effortlessly traverses the line between track and street, making it a must-have for motorsport enthusiasts and style aficionados alike.

The PUMA x BMW M Motorsport M4 collection is now available at select puma stores and well as online at puma.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.