



PRESS RELEASE

F1 STAR CHARLES LECLERC GETS A TRULY MELBOURNE WELCOME FROM PUMA AT THE MCG

Melbourne, Australia – March 12, 2025 – Scuderia Ferrari HP Formula 1 driver Charles Leclerc received an iconic welcome to Melbourne today ahead of race weekend, at the bespoke PUMA Pit-Stop at the Melbourne Cricket Ground (MCG).

The PUMA Pit-Stop brought together some of the most celebrated elements of Melbourne – Food, Fashion, F1 and Footy, whilst giving Leclerc an exceptional view of both the MCG and Melbourne itself, with its unique location, on the roof top of the MCG scoreboard.

Leclerc was treated to a showcase of PUMA's deep connection with both motorsport and AFL while embracing Melbourne's passion for style and culinary excellence, for the perfect start to the season.

Leclerc also had the chance to meet AFL stars Harry McKay (Carlton Football Club) and Dion Prestia (Richmond Football Club) ahead of the first round match-up tomorrow (Thursday) at the MCG between the two clubs where a crowd of over 80,000 is expected. The three athletes took to the hallowed turf of the G for a quick kick around giving McKay and Prestia a chance to convince Leclerc who to support on Thursday night.

"Being in Melbourne, where both the F1 and AFL are such a huge part of the culture, is truly special," said Leclerc. "It's been incredible to see this iconic venue and the city from such a special perspective and to meet the guys from Richmond and Carlton. I'm excited to be here with PUMA and to celebrate everything that makes Melbourne so special."

"The PUMA Oceania team are excited to welcome Charles to Melbourne ahead of the first race of the season and do it in an incredibly unique and iconic location. We enjoyed hosting Charles at the PUMA Pit-Stop, showcasing one of the best views in Melbourne, on top of the MCG scoreboard, as well as introducing him to our PUMA partnered AFL

teams, Richmond and Carlton ahead of their Round 1 clash tomorrow,” said Daniel Pustina, Managing Director Oceania, PUMA.

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PUMA

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