



PRESS RELEASE

PUMA Unveils Porsche 911 Turbo Collection: Timeless Style for the Passionate Driver

Herzogenaurach, 26th March 2025 – Global sports company PUMA is proud to announce the launch of its latest line, inspired by the unwavering passion and dedication of Porsche enthusiasts to the legendary 911 Turbo models. This collection channels a classic country club aesthetic, blending timeless style with modern comfort to create a range that's as versatile as it is sophisticated.

Inspired by those who love the iconic design and performance of the Porsche 911 Turbo, the collection carefully culls sweatshirts, track jackets, and pants. Each of them is produced with very substantial attention to detail, boasting embroidered accents with a color palette in very earthy tones, reminiscent of classic sports cars.

Complementing the clothes, the collection features iconic GV Special - a classic PUMA silhouette from the 80's. This timeless footwear design pays homage to PUMA's rich heritage in sports and style, offering a perfect mix of retro charm and contemporary performance. Crafted with premium materials and thoughtful details, the GV Special lets fans of the Porsche 911 Turbo finish off their look with shoes that are just as elegant and dynamic as the legendary sports car.

The SS25 Porsche 911 Turbo Collection by PUMA brings luxury and functionality together, making it an essential wardrobe addition for Porsche fans and style enthusiasts alike. With its seamless combination of elegance and practicality, this line elevates everyday wear into one worthy of the celebration of automotive excellence.

This collection is now available at selected PUMA stores and online at puma.com and shop.porsche.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.