



PRESS RELEASE

CHARLES LECLERC TAKES THE SPOTLIGHT IN PUMA'S LATEST 'GO WILD' PODCAST EPISODE



Herzogenaurach, July 24th 2025 – Global sports company PUMA has released the seventh episode of its 'Go Wild Podcast', as it continues to elevate the brand. This engaging episode, released on Thursday 24th of July, invites listeners into an intimate conversation between podcast host and PUMA ambassador, Colin Jackson, and PUMA athlete and F1 Scuderia Ferrari HP driver, Charles Leclerc.

Through the conversation, Leclerc opens up about chasing a nearly impossible dream, the sacrifices behind the scenes, and the mental toughness it takes to race at the top. It's not just about the talent, it's about consistency, pressure, and proving yourself over and over again.

Charles Leclerc is the latest guest in a star-studded line up for the 'Go Wild Podcast', in which high-profile ambassadors, athletes, and influencers associated with PUMA – known as The PUMA Wild Ones due to their embodiment of the brand's philosophy and fearless redefining of their fields – share their stories.

Key soundbites from Leclerc's episode include:



- **Leclerc on always doing his best:** *"I always believed that if I was doing the best I could, opportunity would arrive at one point because it was important for my motivation."*
- **Leclerc on finding his authentic identity through style:** *"I just want to be me and to be at ease with who you are as a person and the way you look and the way you dress is, for me, extremely important for just being a happy person."*
- **Leclerc on finding community and inspiration through sport:** *"I love racing in itself, but I also love being surrounded by super talented people and to always try and think how can I extract the maximum out of those people, even in difficult situations."*
- **Leclerc on his childhood dreams:** *"I had quite a simple childhood, dreaming, obviously, about Formula One, because I could see and hear the Formula One cars whenever I was at school on a Thursday. I could hear them in the background and only wanted one thing, to finish school and to finally go to the cars."*
- **Leclerc on embracing doubt:** *"I actually had a lot of doubts climbing to the top. There were moments where I thought that maybe my dream was out of reach, that I couldn't actually make it. It's not been a smooth ride."*
- **Leclerc on unleashing his authentic energy:** *"So [Formula One is] where you've got to prove yourself all over again and to finally win that first race. I think it kind of unlocked something in me to know that I can do it."*
- **Leclerc on staying true to himself against criticism:** *"A lot of people said to me, I was too nice to be a winner."*
- **Leclerc on the importance of recovery:** *"It's not only about the physical recovery, but it's also about the mental recovery. We've got to be on it, mentally all the time. So recovery is a very important part, especially when from the first race to the last race, it's all about gym training and training in general in order to be physically at the top when the season starts."*

The podcast series, hosted by esteemed sprinter and hurdler Colin Jackson, explores themes of authenticity, courage, and self-expression within sport and lifestyle. Through these compelling stories, PUMA seeks to resonate deeply with its audience, inspiring a new generation to embrace these values.

Julie Legrand, Global Senior Director Brand Strategy and Communication at PUMA, states: *"With the Go Wild Podcast, we're offering audiences a closer look at PUMA's brand essence through the stories of inspirational figures. This series champions individuals who courageously express their true selves, as perfectly illustrated by Charles Leclerc's episode. With intimate conversations, we aim to inspire boldness, authenticity, and self-expression among today's youth."*

Catch episode seven featuring Charles Leclerc on [YouTube](#), [Spotify](#), [Amazon](#), and [Apple Podcasts](#) on July 24th. For more on the Go Wild global brand campaign, visit www.puma.com or join our social media journey @PUMA.



Media Contacts:

PUMA

Kseniia Iliushina
Global Brand PR Manager
Kseniia.iliushina@puma.com

Mario Almeida
Director of Global PR & Brand Activations
mario.almeida@puma.com

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