

PRESS RELEASE



PUMA together with Ferrari unveil Giallo Modena Special Edition Collection

Herzogenaurach, Germany – 06 September 2022 — Global sports company PUMA together with Ferrari is excited to unveil the Giallo Modena Special Edition Collection, which celebrates the legendary car and motorsport brand's iconic yellow.

During the year that marks the 75th anniversary of Ferrari, the release of the Giallo Modena Special Edition debuts an exclusive Replica T-Shirt. The eye-catching yellow of the apparel embraces the sense of racing passion, pride and emotion that are linked to Ferrari DNA.

As the title of the collection suggests - Giallo Modena - is the Italian name for the specific shade of yellow which has adorned the Ferrari badge for the entirety of the legendary marque's existence. In fact the particular shade of yellow of Giallo Modena draws its roots from the shield of the city of Modena where it all began in 1929 with Scuderia Ferrari, and then in 1947 where the car company Ferrari was created by the pioneering engineer Enzo Ferrari

Since 1951 Giallo Modena has been central to every Ferrari shield manufactured. Along with the iconic red colour synonymous with Ferrari, Giallo Modena is well regarded as Ferrari's second soul.

The Giallo Modena Special Edition is the latest chapter in a long and thriving relationship between PUMA and Ferrari which dates back to 2005. What's more the PUMA and Ferrari legacy - which spans over a 17 year period - sees the two iconic businesses celebrate multiple F1 wins, and world championship titles at the pinnacle of world motorsport together.

For fans to join the celebration of Giallo Modena in the year of Ferrari's 75th anniversary, the replica Team T-shirt Giallo Modena Special Edition will be available online on puma.com, via selected PUMA stores, as well as in Ferrari boutiques and on store.ferrari.com.

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PUMA

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