



## PRESS RELEASE

### **PUMA signs music artist Myke Towers as its first global Motorsport Lifestyle Ambassador**

**Herzogenaurach, Germany – 16 February 2022** — Sports company PUMA has signed music artist Myke Towers as its first official Motorsport Lifestyle Ambassador, who will combine the worlds of music and car culture.

The 28-year-old Puerto Rican is a multi-platinum selling music artist and also the first lifestyle ambassador to sign a global deal with PUMA Motorsport to focus on streetwear and car culture. He was nominated for the Latin GRAMMY® Awards, named “New Artist of the Year” at the 2021 Latin Billboard Music Awards and his music video Si Se Da Remix has been streamed close to a billion times. Towers has over 4 billion streams to date and his best performing single Si Se Da (Remix) together with Farruko, Arcangel, Sech & Zion has accrued almost 1 billion times on YouTube.

While shooting the Motorsport campaign on his home turf, Puerto Rico, Myke Towers remarked “I’m so excited to be a part of the PUMA family. I’ve been a fan of the brand for many years. Mixed with my love of cars, working with Motorsport just makes sense. We are going to go fast and do some really cool things; looking forward to this partnership, let’s go!!”

In his music videos and behind the scenes documentaries, Myke Towers has shown how he combines music and fashion and how street and car culture are also a big part of his life.

“We are currently working on our extension of PUMA Motorsport’s street and car culture program and want to dive deeper into the community,” said Elina Falke – Head of Business Unit Marketing Motorsport “Myke will help us connect with audiences in an authentic way. He is a natural fit for the brand, combining the music and motorsport worlds. I can’t wait for the first joint projects with him!”

Myke will work with PUMA on content creation, marketing campaigns and other projects which fuse music, fashion and car lifestyle.

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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 more than 70 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 more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>