

PRESS RELEASE



PUMA together with Ferrari embodies racing DNA with the launch of the ION Speed footwear

Herzogenaurach, Germany – 19 January 2022 — Global sports company PUMA together with Ferrari blend aerodynamics and velocity with the launch of the ION Speed. The footwear features a bold mix of high-performance materials with the shape of the design being inspired by the racing attitude of the SF90 Stradale.

Racing and Ferrari is natural fit from the track to the street. Since the foundation of the company in 1947 and their engagement in Formula 1 in 1950 velocity has always been a key element of the Italian brand's DNA. Since decades Ferrari has been evolving their concept to translate speed and aerodynamics in the shape of their cars. PUMA is paying homage to this specific attitude of Ferrari with the launch of the ION Speed footwear. The sinuous shape of the shoe is inspired by the racing attitude of the SF90 Stradale. The silhouette of the footwear is mirroring the aerodynamics including the sculptural hard TPU detail, which is a nod to the front wing on the series-production supercar.

PUMA is supplying the athletic shoe with a bold mix of state of the art and high-performance materials. The minimalist, lightweight knit-mesh construction emphasizes the hypermodern allure of these unisex sneakers. The mesh is complemented with a 3D raised TPU injection and heat-welded TPU Skin providing additional structural protection & support in urban conditions. With all its expressive sleekness, PUMA and the ION Speed ultimately connect purity, as much as what Ferrari stands for: that racing attitude.

The eye-catching kicks are carving a true statement into the tarmac in four different colorways: PUMA Black, Rosso Corsa, PUMA White and Saffron-PUMA.

Time to speed up your lifestyle with a race injection. The ION Speed is available now in selected PUMA and Ferrari stores and online on puma.com and store.ferrari.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 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/>