



PRESS RELEASE

Mercedes-AMG PETRONAS F1 Team, Mad Dog Jones and PUMA collaborate on premium collection

Herzogenaurach, 26th April 2024 – Global sports company PUMA together with Mercedes-AMG PETRONAS Formula One Team launch a groundbreaking collection by Mad Dog Jones that blends style, performance and motorsport.

Drawing inspiration from the pulsating aura of Thermal Vision of Miami, the collection encapsulates the chromatic vibrancy and electrifying ambiance of the city. Infused with the aerodynamic precision of motorsport, each piece reflects the exhilarating speed and adrenaline-fueled excitement of the racetrack.

Commenting on the collaboration, Mad Dog Jones expressed, " This collection is meant to evoke the raw edge of motorsport; the grit and speed, rubber to the ground. A look into another realm of perception where the heat dynamics are everything. A sign of respect to the engineers and mechanics who dial in every fluid and part from nose to rear wing."

Ahinthhan Anburaja, Product Line Manager for PUMA Motorsport states, "With this collection, we celebrate the spirit of championship excellence, weaving together the dynamic energy of motorsport with the visionary artistry of Mad Dog Jones, creating a truly iconic capsule".

This exclusive collection represents a convergence of worlds, where the legacy of motorsport meets the avant-garde vision of contemporary art. With each piece, you can experience the adrenaline of the racetrack and the allure of artistic expression, encapsulated in wearable masterpieces. Each garment is meticulously crafted with a relaxed fit and vintage feel that exudes comfort and style effortlessly.

Drawing inspiration from the dynamic world of motorsport and the visionary artistry of Mad Dog Jones, this one-of-a-kind collection encapsulates the essence of championship spirit. By seamlessly blending the heritage of the Mercedes-AMG PETRONAS Formula 1 Team with the retro-futurism of Mad Dog Jones, each piece becomes a timeless symbol of excellence.

For those who dare to defy convention and embrace the extraordinary, the Mad Dog Jones x Mercedes-AMG PETRONAS F1 Team x PUMA limited collection is a must-have addition to their wardrobe. This is now available in selected PUMA stores, as well as online at puma.com in selected regions.

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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.