



PRESS RELEASE

PUMA and Mercedes-AMG PETRONAS Formula 1 Team Unveil the Natural Performance Collection

Herzogenaurach, 4th January 2024 – Global Sports Company PUMA and Mercedes-AMG PETRONAS Formula 1 Team proudly present the Natural Performance collection for Spring/Summer 2024. Inspired by the inherent efficiency and beauty of nature, bionics serves as the driving force behind this cutting-edge line.

The collection features Formula 1 driver George Russell, embodying the spirit of Natural Performance. As a key figure in the Mercedes-AMG PETRONAS Formula 1 Team, Russell's presence adds a dynamic and authentic dimension to the collection, bringing the thrill of the racetrack to fans and fashion enthusiasts alike.

Drawing cues from the world's best performers—the natural environment— PUMA has meticulously crafted a collection that mirrors the high-performance standards of Formula 1. This collection takes inspiration from nature's functions and forms, a clean and organic outlook permeates the designs, reflecting the team's commitment to sustainability and efficiency. Pop highlights, contouring graphics, and an innovative distortion effect inspired by the speed and G-force of the new car's front wing create a unique visual language that carries forward the vision of pushing the boundaries of performance and style.

The color palette of the collection mirrors the depth and vibrancy of the ocean, with Tropic Electric Pool dominating alongside the timeless elegance of black and white. These colors, inspired by nature, are seamlessly integrated into woven jackets, shorts, pants, and hoodies. The incorporation of lines from the new car and the front wing design further emphasizes the connection between the collection and the pinnacle of motorsport technology.

This collection is now available in selected PUMA stores as well as online at puma.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 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.