



## PRESS RELEASE

# PUMA AND WILLIAMS RACING FORGE LONG-TERM PARTNERSHIP

**Herzogenaurach, October 11, 2023** – Sports company PUMA and Williams Racing have signed a multi-year global partnership, which will see the company provide the Formula 1 team with official team kit, racewear for the drivers, and manufacture and distribute replica apparel and accessories.

Williams Racing, with an illustrious heritage that boasts an impressive 16 FIA Formula 1 World Championship titles, 114 race wins and 128 podium finishes, joins forces with PUMA to celebrate a shared passion for motorsport and a vision for the future.

PUMA has a rich history in motorsport, spanning over two decades, and supplies technical apparel that meets the highest FIA standards for fire protection without compromising on comfort. As part of the agreement, PUMA will provide a full teamwear service to Williams, including all driver technical apparel and team kit.

PUMA's subsidiary, stichd, will also play a pivotal fulfilment role in the partnership. stichd will leverage its global rights to design, produce, and distribute a range of Williams Racing replica apparel and accessories for fans of all ages.

"We are excited to start this new collaboration which is a perfect fit for PUMA with Williams Racing long-lasting and successful legacy in Formula One. The iconic and prestigious attitude of Williams Racing supports and fosters PUMA's visibility and approach to be the number one sports brand in Motorsport," said **Johan Adamsson, Global Director Sports Marketing & Sports Licensing, PUMA**. "We will supply the best standards of race gear and teamwear to the drivers and team and together with our subsidiary stichd we will offer replica and fanwear to the avid Williams Racing fans, consumers and Motorsport enthusiasts from 2024 onwards."

With the support of both PUMA and stichd, Williams Racing replica team kit, special edition team apparel and other Williams inspired items, that will blend performance and style, will be distributed trackside at races as well as within selected PUMA stores worldwide. This will further amplify the global appeal and reach of the Williams Racing brand to inspire a new generation of motorsport enthusiasts.

“Williams Racing is honoured to welcome PUMA as an official partner. PUMA’s dedication to excellence and performance in motorsport perfectly complements our team’s values,” said **Paul Asencio, Chief Revenue Officer, Williams Racing**. “We look forward to bringing the thrill of Formula 1 closer to fans worldwide through an exciting new range of apparel and accessories from 2024 and beyond.”

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## **PUMA**

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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.