



PRESS RELEASE

PUMA and FORMULA 1® unveil new collection

Herzogenaurach, 22nd July 2024 – Global Sports company PUMA and FORMULA 1® are thrilled to announce the launch of their latest collection, designed for fans and enthusiasts alike. This new collection embodies the exhilarating spirit of Formula 1® with futuristic graphics, functional detailing, and protective fabrics featured across both footwear and apparel.

The new FORMULA 1® collection is built with fans in mind, celebrating the passion and energy that define the world of motorsport. From race day to every day, this collection offers versatile pieces that embody the thrill and speed of F1®.

Fans can expect to find bold designs that reflect the dynamic and fast-paced nature of the sport. The collection is more than just clothing; it's a tribute to the adrenaline and excitement of Formula 1®.

The PUMA & FORMULA 1® collection will be available at selected PUMA stores as well as online puma.com. Gear up and feel the rush with this high-octane collection designed for the ultimate fans.

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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.

Formula 1®

Formula 1® racing began in 1950 and is the world's most prestigious motor racing competition, as well as the world's most popular annual sporting series. Formula One World Championship Limited is part of Formula 1® and holds the exclusive commercial rights to the FIA Formula One World Championship™. Formula 1® is a subsidiary of Liberty Media Corporation (NASDAQ: LSXMA, LSXMB, LSXMK, FWONA, FWONK, LLYVA, LLYVK) attributed to the Formula One Group tracking stock. The F1 logo, F1 FORMULA 1 logo, FORMULA 1, F1, FIA FORMULA ONE WORLD CHAMPIONSHIP, GRAND PRIX, PADDOCK CLUB and related marks are trademarks of Formula One Licensing BV, a Formula 1 company. All rights reserved.