



PRESS RELEASE

PUMA TEAMS UP WITH GRAN TURISMO: BASED ON A TRUE STORY A FUSION OF WORLDS WITH PERFORMANCE AT THE HEART

PUMA DRIVES AUTHENTICITY WHILE PARTNERING WITH GRAN TURISMO FOR THE ULTIMATE RACING EXPERIENCE

Herzogenaurach, Germany – 13th September 2023 — Global Sports Company PUMA is excited to announce its collaboration with Sony Pictures' in the sports action film, **GRAN TURISMO: BASED ON A TRUE STORY**. The film is based on the unbelievable true story of a team of unlikely underdogs – a struggling working-class gamer, a failed former racecar driver, and an idealistic motorsport executive. Together, they risk it all to take on the most elite sport in the world. PUMA's commitment to performance aligns seamlessly with the world of motorsports portrayed in the film. *Gran Turismo* is an inspiring, thrilling, and action-packed story that proves that nothing is impossible when you're fueled from within.

As part of this collaboration, PUMA will have prominent product placement throughout the movie. Bespoke race suits will be featured, highlighting PUMA's dedication to providing high-quality athletic gear for professional racers. Additionally, hero characters in training scenes will wear PUMA's athleisurewear, reflecting the brand's fusion of sport and fashion. Fans can also expect PUMA's branding on trackside as well as on the racing vehicle.

The collaboration between PUMA and **GRAN TURISMO: BASED ON A TRUE STORY** represents a convergence of gaming, motorsports, and the big screen, delivering an unrivaled entertainment experience. Watch **GRAN TURISMO: BASED ON A TRUE STORY** exclusively in cinemas.

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About 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.

About *GRAN TURISMO: BASED ON A TRUE STORY*

Directed by Neill Blomkamp. Screenplay by Jason Hall and Zach Baylin. Story by Jason Hall and Alex Tse. Based on the PLAYSTATION STUDIOS video game. Produced by Doug Belgrad, Asad Qizilbash, Carter Swan and Dana Brunetti. Executive producers are Matthew Hirsch, Jason Hall, Kazunori Yamauchi and Hermen Hulst. The film stars David Harbour, Orlando Bloom, Archie Madekwe, Darren Barnett, Geri Halliwell Horner and Djimon Hounsou.