



**FOREVER.
FASTER.**

PRESS RELEASE



PUMA AND BORUSSIA DORTMUND CELEBRATE '50 YEARS AT HOME' WITH A SPECIAL EDITION JERSEY HONORING SIGNAL IDUNA PARK

Herzogenaurach, Germany, 3rd April, 2024 — Global sports company PUMA, together with Borussia Dortmund, have today announced the launch of a Special Edition Collection that includes jerseys, shorts, pants, and hoodies, celebrating 50 years of the Club's Home stadium, SIGNAL IDUNA PARK, known to fans around the world for its history, architecture, and atmosphere.

Since 1974, SIGNAL IDUNA PARK – formerly known as Westfalenstadion – has been the home of BVB, witnessing countless unforgettable football moments. The collection, with the BVB Special Edition Jersey as its centerpiece, is a tribute to the place where 81,365 fans share their passion, creating one of the most electrifying atmospheres in sports.

The jersey features distinctive details and graphics inspired by the stadium's grand architecture, paying homage to five decades of history at one of football's most iconic venues. The Replica version of the jersey is crafted with PUMA's innovative dryCELL technology and made with PUMA's RE:FIBRE technology, featuring at least 95% recycled textile waste, the Special Edition Collection combines past heritage with a sustainable future.

Marco Mueller, PUMA's Senior Director of Product Line Management Teamsport Apparel, commented, "It's an honor to collaborate with Borussia Dortmund on this landmark occasion. The Special Edition Jersey is more than just sportswear – it's a wearable emblem of passion and pride for BVB's storied history and celebrates the uniqueness of their amazing fans and one of the best stadiums in the world."

The Borussia Dortmund Anniversary Kit and Collection will be available from the 5th April at PUMA stores, PUMA.com, the BVB FanWelt at SIGNAL IDUNA PARK, bvb.onlineshop.com, and at select retailers worldwide.

MEDIA CONTACT:

Luke Haidarovic – Lead Marketing Teamsport Europe & Global PR - luke.haidarovic@puma.com

PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling, and marketing footwear, apparel, and accessories. For more than 70 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 more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany.