



PRESS RELEASE

RED BULL RACING & PUMA REVEAL STRIKING NEW TEAM LOOK

Daniel Ricciardo and Daniil Kvyat Show Off 2016 Team Product and Car Livery in London

London, United Kingdom (17 February 2016) – PUMA and Red Bull Racing kicked off a new partnership at an event in London today, revealing a striking new team look. A car transforming into street dancers, eye-catching product designs and a bold new Red Bull Racing car livery were all part of a stand-out show, which included drivers Daniel Ricciardo and Daniil Kvyat.

Hundreds of guests were treated to a powerful performance that saw an F1 car concealed under a drape morph into models. Showing off the new PUMA Red Bull Racing product collection, these dancers entertained the crowd with an energetic routine before the new look Red Bull Racing 2016 livery was presented with a dramatic crescendo.

At the heart of the new PUMA product designs is *The Stampede* - a graphic illustration of charging bulls that features widely across the race suits, team wear, replica styles and lifestyle collection. This print represents the strength and determination of Red Bull Racing, and brings a bold new look to the team for 2016.

Underpinning this new partnership is PUMA and Red Bull Racing's desire to be *Faster Together*, a unifying hunger that drives both brands forward. With Red Bull Racing, PUMA will continue to push the boundaries of product design and racewear technology in F1 through the multiple year partnership that will always have *Faster Together* at its core.

See the launch here: <https://youtu.be/N1MwmMj3n2U>

YouTube Embed code here:

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<iframe width="560" height="315"src="https://www.youtube.com/embed/N1MwmMj3n2U"
frameborder="0" allowfullscreen></iframe>
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Red Bull Racing driver Daniel Ricciardo said, *"There's always a buzz in F1 at this time of year and launching the new car livery, race wear and a new team look like we did today gets the season started in a fun way. It's pretty cool to be with PUMA, they're a brand who get who we are and you can see that in the product designs revealed today. It's a bit of an understatement to say I'm excited to drive the new car next week – I can't wait! I'm ready to work through the pre-season programme and then finally get racing in Melbourne."*

Red Bull Racing driver Daniil Kvyat added, *"We're all looking forward to the new season and the launch today was a really good way to start it. The new team kit and lifestyle look that PUMA has designed is great, and I think the fans will also really like the replica wear we have this year. PUMA's development into the performance and comfort of racewear is really impressive. We spend hours at a time in the car, often in very extreme conditions, so having gloves, suits and bodywear that protects you is so important for us."*

PUMA's Global Marketing Director Adam Petrick said; *"It's fantastic to kick off our partnership with Red Bull Racing through an event that represents both brands so well. PUMA enjoys many synergies with Red Bull Racing, and there's enormous energy and excitement in both teams to bring our partnership to life in unique and creative ways – through product design, marketing and fan engagement. Our aim was to reveal a new team kit and car livery in a way that breaks with tradition and we'll continue to push the boundaries of this partnership through the years ahead."*

Red Bull Racing Team Principal Christian Horner said; *"Seeing our new livery for this year alongside our new teamwear from PUMA was a proud moment for us. PUMA have done a very impressive job with the design of the team kit, replica and lifestyle product lines. There has been a lot of work behind the scenes to get ready for this, and it has all paid off with today's event which I think has only built our excitement for the season ahead."*

Red Bull Racing fans will be able to see and buy the replica and lifestyle collections from tomorrow, 18 February at www.puma.com/redbullracing and in selected stores worldwide. Highlights include a reversible Windbreaker featuring a tonal stampede mesh and the All Over Tee with a full body stampede print. The Ignite Stampede completes the look, a lifestyle trainer with the same silhouette as the shoe worn by the team mechanics and featuring PUMA's performance running Ignite technology in the outsole for enhanced comfort.

Visit www.puma.com/redbullracing for more information on the full collection.

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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 over 65 years, PUMA has established a history of making fast product designs for the fastest competitors on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running, Training and Fitness, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands such as Alexander McQueen and Mihara Yasuhiro to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf, Dobotex and Brandon. The company distributes its products in more than 120 countries, employs more than 10,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>