



PRESS RELEASE

PUMA LAUNCHES THE FERRARI ICON COLLECTION

Four Special Edition Footwear Styles Released to Celebrate 10th Anniversary of PUMA's Partnership with Ferrari

Herzogenaurach, Germany (10 March, 2015) – PUMA has released four of its iconic footwear styles as Ferrari special editions to celebrate the Global Sports Brand's 10th Anniversary of Partnership with Ferrari. The designs of the FutureCat SF 10, Mobium Elite Speed Ferrari, PUMA Suede Ferrari and evoSPEED 1.3 F947 FG are inspired by the legendary Scuderia Ferrari race team.

As Scuderia Ferrari counts down the days until the 2015 season starts in Melbourne, PUMA is celebrating the successful collaboration that began in 2005. Through the last 10 years, PUMA has innovated with Ferrari to bring high performance race and team wear to the Scuderia Ferrari team, whilst creating Lifestyle, Fanwear and Replica styles for motorsport fans around the world. The Ferrari Icon Collection celebrates this decade of speed and success across PUMA's performance and lifestyle categories. PUMA with its brand mission and Ferrari through its aspiration for success are *Driven To Be Faster*.

Spearheading the collection is the **FutureCat SF 10**, a re-launch of the much loved PUMA motorsport footwear silhouette that first launched in 2005 with PUMA's first licensed Ferrari collection. This 10th Anniversary Partnership edition features a leather upper in authentic Ferrari Rosso Corsa Red with the classic FutureCat tooling. It has the iconic PUMA Formstrip on the lateral side of each shoe and the official Scuderia Ferrari Race Shield also features on the heel.

The classic and timeless PUMA Suede has been reinvented with Scuderia Ferrari design features to recognise the partnership anniversary. The **PUMA Suede Ferrari** features a Rosso Corsa Red upper and the Scuderia Ferrari race team crest on the heel.

Joining the FutureCat SF 10 and PUMA Suede Ferrari are two of PUMA's iconic performance shoes. The **Mobium Elite Speed** is designed for the midfoot/forefoot striker and features technologies including the Mobium Band, Forefoot Expansion Pods and Windlass Chassis that combine to enable faster running. Combined with its Scuderia Ferrari design, this edition oozes speed.

PUMA's ultimate speed weapon in football the **evoSPEED 1.3 F947 FG** boot, rounds off the icons. The evoSPEED 1.3 F947 FG is a super light Scuderia Ferrari inspired boot, engineered for maximum speed. Released in a limited edition run of only 947 pairs, the boot has a classic Ferrari Rosso Corsa Red colourway and the official Scuderia Ferrari Race Shield on the front of each boot and the inner heel.

The Icon Collection is available in PUMA stores Worldwide and online at www.puma.com from 12 March 2015.

###

Media Contact:

Collette O'Neill, International PR PUMA
+49 9132 81 2705
collette.oneill@puma.com

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 athletes 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, Tretorn, 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>