

Icons of fast: Porsche and PUMA unveil limited shoe series inspired by the 911 Turbo

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16/11/2020 Since its debut, the 911 Turbo has been revered as much for its design as for its performance and sound. Now, after nearly five decades and eight generations, Porsche Cars North America (PCNA) is pleased to honour the sports car in an entirely new way.

Porsche and global sports company PUMA have teamed up to create a limited-edition collection of shoes celebrating the 911 Turbo. Iconic design elements from the 911 Turbo, such as period-specific paint colours, rear wings, light bars, interiors and body lines, were all used as inspiration to create a range of shoes as special as the car itself.

“To see the Porsche heritage so seamlessly translated into the design language of PUMA has been a thrill,” said Pedro Mota, Vice President of Marketing, Porsche Cars North America, Inc. “Introducing a new generation of the 911 Turbo this summer was exhilarating, and working with PUMA to celebrate the occasion has allowed us to share our sports cars beyond our core enthusiasts.”

For the collaboration, PUMA selected two of its “silhouettes”, or model outlines: the 1970s-inspired Future Rider and the motorsport-inspired Speedcat. These became the basis for two styles reflecting a

key evolution in the 911 engine over time: “Air-Cooled” and “Water-Cooled.” The Future Rider was chosen to represent the first four generations of air-cooled 911 Turbo models: the Type 930 3.0 L and 3.3 L, Type 964 and Type 993; while the Speedcat picks up the more recent variants: the Type 996, 997, 991 and 992.

PUMA used original Porsche vehicle hues including Riviera Blue, Guards Red, Saffron Yellow Metallic and GT Silver Metallic as an inspiration to give the shoes a look instantly recognisable for any Porsche aficionado. The PUMA x Porsche collection will only produce 500 pairs per unique sneaker design across all sizes.

Porsche and PUMA have worked together previously, as PUMA is the exclusive technical partner of Porsche Motorsport, including the Porsche GT Team and TAG Heuer Porsche Formula E Team for fireproof racing clothing, team wear, shoes and luggage. Porsche Design also entered a strategic relationship with PUMA in 2019, resulting in seasonal collections of high-end sportswear, footwear and accessories.

“World’s fastest” pre-release information

One day before the official launch, a special pre-release on November 16 at 18:00 CET will give fans the opportunity to purchase the limited-edition sneakers early – but only if they’re fast enough. The window to buy these Turbo-inspired sneakers will last only 2.7 seconds, inspired by the 0 to 100 km/h sprint of the Porsche 911 Turbo (911 Turbo: fuel consumption combined 11.1 l/100 km; CO2 emissions combined 254 g/km (as of 11/2020)).

“The World’s Fastest Sneaker Pre-Release” will happen exclusively at www.porsche-design.com/icons-of-fast. At launch, the shoes will retail for $150 per pair and are available online at us.puma.com, www.porsche-design.com/icons-of-fast, as well as in-stores at the PUMA flagship store in New York, Porsche Design stores in the greater Los Angeles and Miami areas, Houston and the Porsche Experience Centres in Atlanta and Los Angeles.

To learn more about the partnership, visit www.porsche-design.com/icons-of-fast/partnership.

MEDIA ENQUIRIES



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Consumption data

911 Turbo S (Predecessor model)

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

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