

Porsche Motorsport enters into a multi-year partnership with Puma

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02/01/2019 As of January 1st, 2019, Puma has become the exclusive technical partner of the whole Porsche Motorsport team for fireproof racing clothing as well as shoes and luggage. The Puma logo will be featured on both Formula E racecars and all racing clothing of the Porsche factory drivers and pit crews from the beginning of Season 6.

Puma, the globally active sports lifestyle brand, will equip all 24 Porsche Works Drivers, Juniors and Young Professionals as well as all pit crews of the Porsche factory teams with the latest innovations in fireproof motorsport clothing. In addition to equipping the Formula E team, all factory GT racing activities are part of the partnership. In addition, Puma will be providing shoes and travel luggage for the whole Porsche Motorsport division.

"Puma has a long and successful tradition in motorsport. We are pleased to welcome Puma as a new

partner of the Porsche Motorsport Teams," says Fritz Enzinger, Vice President Porsche Motorsport. "The innovation and creativity of Puma, one of the world's leading sports lifestyle companies, fits in with our team and our brand."

“We are proud to be partnering with Porsche Motorsport, one of the most successful racing companies with a rich tradition in motorsport,” said Bjørn Gulden, CEO of Puma. “Puma’s race wear is developed for the highest level of racing and we are happy to add Porsche Motorsport to our existing partnerships in F1, and other top motorsport categories.”

In addition, Puma has obtained the rights to develop, sell and market a range of Porsche Motorsport replica and fan wear products. The ranges will consist of apparel, footwear, headwear, accessories and bags aimed at the Porsche Motorsport fans and motorsport enthusiasts.

Link Collection

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