

Puma partners with Mercedes GP Petronas F1 team

HERZOGENAURACH: PUMA, on Wednesday, 12 October 2011, announced its new multi-year partnership with the Mercedes GP Petronas Formula One team. The global Sport lifestyle brand has become the exclusive licensing partner to Mercedes GP Petronas for footwear, apparel and accessories; and an official team partner, effective from 1 January 2012.



The partnership agreement incorporates prominent branding locations for PUMA on the MGP W03, the team's 2012 race car, and on all race and teamwear products.

Through this new partnership, PUMA plans to develop Mercedes GP Petronas licensed products for global sales and distribution. Emphasis will be placed on sales performance of the Mercedes GP Petronas range in mature motorsport markets, but as the Formula One race calendar expands into new markets and the global profile and reputation of the sport continues to grow, this sales focus will expand globally.

Racewear, critical to racing operations

Puma also plans to provide Mercedes GP Petronas with its fireproof racewear for the team's drivers and all technical pit personnel.

Ross Brawn, team principal at Mercedes GP Petronas commented: "Puma has a long and successful heritage in motorsport and, having worked with them previously in Formula One, I know their technical performance innovations for racewear are amongst the best in the industry, which is of course critical to our racing operation. Puma's global capability to design, develop and distribute licensed products for fans of the Silver Arrows around the world is equally impressive. This is a key partnership for Mercedes GP Petronas, and one we are delighted to have established."