



# PUMA

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Sport lifestyle Fashion — Partner since 2019

## **Who are you? Person – company and position?**

Florian Wein

PUMA SE

Teamhead Sports Marketing Motorsport & Operations

## **Why does your company support the TAG Heuer Porsche Formula E Team?**

Because of the innovative and progressive attitude of the TAG Heuer Porsche Formula E Team and their collaborative attitude. Furthermore, PUMA's mantra of "Forever Faster" perfectly fits the ambition of TAG Heuer Porsche Formula E team to be the best team in Formula E

## **What are your goals regarding this partnership?**

We want to foster a long-lasting, authentic and progressive partnership to drive the motorsport image of PUMA and the TAG Heuer Porsche Formula E Team forward, and explore the potential of each brand to generate joint projects.

## What was your most formative moment so far in relation to your commitment to the TAG Heuer Porsche Formula E Team?

The marketing activation/virtual press conference in March 2021 to drive awareness of the partnership globally. There was also the Media Trip to the Formula E stop in Berlin (August 2021) to explore the potential on site of Formula E and the TAG Heuer Porsche Formula E Team.

## What is it about the ABB FIA Formula E World Championship that fascinates you?

Their attitude toward sustainability and the respective innovative execution on site at the races, and the future-orientated plans to showcase e-mobility in its fastest and most competitive form

## What is your company doing to promote sustainability under the motto #makeitmatter?

PUMA has its own sustainability brand campaign "Forever Better", which manages PUMA's impacts and improves PUMA's performance across ten key sustainability areas – just have a look at this link: <https://about.puma.com/en/forever-better>

PUMA's 10FOR25 targets cover a wide range of sustainability topics, including human rights, climate action and circularity, as well as plastics and the ocean: <https://about.puma.com/en/sustainability/our-targets>

# MEDIA ENQUIRIES



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