DTM

BMW Motorsport and PUMA announce partnership for 2012 season.

Munich, 2nd February 2012. BMW Motorsport and the global Sportlifestyle brand PUMA are back together in the world of motorsport. As part of an extensive cooperation, PUMA has become the "Official Supplier BMW Motorsport" for team and racewear for BMW Motorsport operations in the DTM, American Le Mans Series, and endurance races such as the Nürburgring 24 Hours (DE). PUMA will also assume the role of Exclusive Licensed Partner for the BMW Motorsport product categories of "Footwear", "Apparel" and "Accessories".

"It is great to have such a well-known and reliable partner as PUMA on board again at such an exciting time for us," said BMW Motorsport Director Jens Marquardt. "The link between BMW Motorsport and this successful company has grown over the years and goes as far back as the 2004 season. It is hard to imagine our team and driver apparel without the characteristic PUMA logo. As a strong partner in the field of licensed products, PUMA will play a major role in ensuring that our fans around the world enjoy the products from the BMW Motorsport collections."

The PUMA logo will not only be prominent on the apparel of the drivers, team members and management, but also on the BMW Motorsport cars – whether the BMW M3 DTM, BMW M3 GT or BMW Z4 GT3. PUMA will also develop licensed products for global sales and distribution. This will strengthen the presence of BMW Motorsport products in key European markets, as well as significantly expanding sales performance in emerging markets in Asia and the Americas.

Christian Voigt, Senior Head of Global Sports Marketing at PUMA, said: "PUMA is delighted to once again be working with BMW Motorsport, following the successes we enjoyed with them through their tenure in Formula One. BMW's heritage in competitive motorsport and automotive engineering is so impressive, and their global profile derived from this makes them another strong partner for PUMA in motorsport. Through our experience in licensed product development and distribution we are fully confident this will be a successful partnership for both parties, and we hope it will continue to grow in the years to come."

Dr. Thomas Goerdt, Head of Lifestyle Collections in the BMW Group, added: "From 2012, BMW will be even more active and prominent in motorsport than it has been in recent years. For this reason, securing this partnership with PUMA was a priority for BMW Lifestyle right from the start. As leading sport lifestyle brand, PUMA boasts a unique wealth of expertise and proficiency in developing and distributing licensed products on a global scale. Bearing in mind the great success we have enjoyed together in the past, we are looking forward to continuing this partnership."

Press Contact: Jörg Kottmeier, Tel.: +49 (0)170 5666 112, joerg.kottmeier@bmw.de
Ingo Lehbrink, Tel.: +49 (0) 176 20340224, ingo.lehbrink@bmw.de

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