

A racy partnership

As of the 2007 race season, Puma will become the official supplier of all four Red Bull Motorsport teams: Red Bull Racing, Scuderia Toro Rosso, Red Bull Nascar and Red Bull Air Race. With this new several-year partnership, Puma intends to strengthen its position in the motor sport category. In particular, its entry in Red Bull Nascar, a highly popular race sport in the US, will support the sports lifestyle company's brand visibility in the American market.

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