



Carrera Kicks Off 70-Year Anniversary Celebration with “Paint My Ride Tour” in Miami



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Saturday, May 2nd 2026 (Miami, Florida) – Eyewear brand Carrera is pleased to launch its 2026 *Drive Your Story Tour* with the debut of *Paint My Ride* in Miami on May 2, delivering an immersive experience that brings the brand’s creative vision to life. Guests were invited into the world of Carrera through a dynamic live car-painting competition that seamlessly fused art, culture, and automotive design in a bold display of expression and style during F1 weekend in Miami.

Renowned artists Amanda Valdes and ATOMIK transformed a 1979 Chevrolet Corvette in front of a live audience, captivating the crowd with their distinctive styles and unique interpretations. Guests played an integral role in the experience, voting on site and ultimately crowning Amanda Valdes as the competition winner.

Paint My Ride Miami marks the kick-off of a cross-country Carrera tour that will bring together 14 artists across seven cities all competing in celebration of the 70th anniversary of Carrera. Following Florida, the tour will travel to Houston, Chicago, San Diego, Vancouver, Philadelphia, and Toronto. Each city will crown a winning artist who receives a cash prize and moves into a finalists round for a grand prize, voted on by the public on US.Carreraworld.com.

Carrera’s history is inherently connected to automotive culture going all the way back to their 1956 racing origins. The brand’s founder Wilhelm Anger named the brand after the Carrera Panamericana, an open air and highly dangerous racing event from the early 1950s. Launching Carrera’s 70th anniversary tour during F1 Weekend is a nod to their rich heritage.

About CARRERA

Synonymous with pioneering design and outstanding quality – Carrera is a statement brand since 1956 for people who live by their own rules, continuously defying themselves and proudly approaching life standing out from the crowd. Carrera Collection is composed by three main product families: CARRERA FLAG, the boldest expression of Carrera inspired by the archives with an eye on fashion and always one step ahead, CARRERA SIGNATURE, the brand’s evolution



combining classic shapes with a dash of urban lifestyle and CARRERA ACTIVE reinterpreting the brand's roots in sport with a streetstyle attitude.

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