RACING UNLEASHED

YOUR EVENT.
ON POLE POSITION.



ADRENALINE
OVER POWERPOINT

Your next event deserves more than presentations and small talk.

At Racing Unleashed, your team steps into real race cars and competes head-to-head in a fully immersive racing environment.

From the first lap, the energy in the room shifts.
Focus sharpens. Conversations change.
And your event becomes something people genuinely remember.





THE DEFINING MOMENT

The racing experience is not an add-on. It defines the event.

Your guests don’t just watch. They participate, compete, and push themselves.

For a few hours, everything revolves around performance, interaction, and shared adrenaline.

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FROM FIRST LAP TO FINAL PODIUM

Every event follows a clear structure that keeps participants engaged from start to finish.

1. Arrival
Guests arrive, connect, and settle into the atmosphere.

2. Briefing
A short introduction gets everyone ready to race — no prior experience required.

3. Race format
Practice sessions, qualifying, and race. Individual or team-based formats can be tailored to your group.

Additional challenges and interactive elements can be integrated throughout the event — from reaction-based competitions to custom scoring systems that keep everyone involved.

4. Finale
Leaderboard, podium, and celebration — a strong finish that brings everyone together.

Every participant is actively involved throughout the experience.



04

COMPETITION THAT BRINGS PEOPLE TOGETHER

Racing creates immediate engagement and natural interaction.

Teams communicate, make decisions under pressure, and work toward a shared result.

Formats can be adapted to emphasize collaboration:

- Team vs. team racing
- Driver rotation strategies
- Shared performance goals

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WORK HARD.
RACE HARDER.

The experience can be combined with your own workshop or meeting formats — creating a seamless flow between focused work sessions and high-energy competition.

The result is a dynamic event that strengthens connections in a natural way.

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HIGH ENGAGEMENT. REAL IMPACT.

Well-designed events create lasting impressions.

Sim racing delivers:

- Full participation across the group
- Immediate focus and involvement
- Strong emotional moments
- A natural mix of competition and social interaction

The experience works across roles, seniority levels, and backgrounds.

07

DESIGNED FOR EVERY OCCASION

Team events
Create shared experiences that strengthen team dynamics.

Client events
Host in a premium environment that stands out.

Offsites and celebrations
Turn key moments into memorable experiences.

Brand activations
Integrate your brand directly into the racing environment.

08





YOUR EVENT.
YOUR SETTING.

In our Racing Lounges
Host your event in a purpose-built environment combining racing, design, and hospitality.

At your location
Bring the full Racing Unleashed experience to your office, venue, or event space.

Both options deliver the same level of performance and experience.

MAKE IT YOURS

Add your brand directly to the experience.

- Custom in-game car liveries
- Branded race screens
- Visual integration across the lounge

A subtle but powerful way to create visibility.

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FULLY MANAGED FROM START TO FINISH

The Racing Unleashed team ensures a seamless experience.

- Event setup and operation
- Race coordination and moderation
- Catering and beverage options
- Branding and customization
- On-site support throughout the event

You focus on your guests — everything else is handled.

TRUSTED BY
TEAMS AND BRANDS

The energy in the room was incredible from the first race. Everyone was fully engaged.

A unique experience that brought the entire team together.


RACING UNLEASHED
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AN EXPERIENCE YOUR TEAM WILL REMEMBER

The tension before the start.
The focus during the race.
The reaction at the finish line.

Moments like these stay with people.

PLAN YOUR EVENT

Create a tailored racing experience for your guests.

Design your event with our online booking tool — explore different setups, check availability, and get a first overview instantly.

Start your booking with our event configurator

Looking for something more tailored? Our team will help you design the perfect event – from concept to execution.

Get in touch with our event team

OUR RACING LOUNGES

SWITZERLAND

Zurich City
Kasernenstrasse 97
8004 Zurich

Zurich Airport
The Circle, Haus 3
Flughafen CH, 8058 Zurich

Cham
Lorzenparkstrasse 4
6330 Cham

GERMANY

Munich
Motorworld Munich
Am Ausbesserungswerk 8, 2nd floor
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SPAIN

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