

PRESS RELEASE

Flagship Racing Lounge Opens in the Heart of Zurich: Racing Unleashed Accelerates into a New Era

Cham, Switzerland | July 1, 2025. The wait is over: Racing Unleashed is officially opening the doors to its new Flagship Racing Lounge at Zurich's Europaallee on Tuesday, July 1, 2025. Following months of anticipation, the high-end sim racing venue is ready to welcome the public. It launches from pole position, backed by strong partnerships from day one.

A New Landmark for Digital Motorsport and Urban Lifestyle

Located in the heart of the city, the new lounge brings together the full Racing Unleashed experience: adrenaline, lifestyle, and community. With 17 state-of-the-art simulators, more than 500 square meters of bold design, and a wide range of food and beverage offerings, the Zurich City lounge is much more than a racing venue – it's a new kind of city hotspot.

At the center of the space: the Ascari Bar & Bistro, named after the iconic racing circuit. It combines sleek, motorsport-inspired aesthetics with a curated selection of drinks and elevated casual cuisine. Whether it's a quick espresso, a cocktail after work, or a race-fueled lunch, the venue invites guests to enjoy the Racing Unleashed vibe beyond the track.

A Blueprint for Global Expansion

As the first Flagship Racing Lounge, the Zurich location marks a new chapter in the Racing Unleashed journey, seamlessly blending high-end racing simulation with an elevated food and beverage experience. Designed to cater to the needs of esports athletes, motorsport fans, and corporate event customers alike, it sets the standard for future developments. This innovative concept is being replicated in major cities across the globe through a combination of company-owned and franchised lounges, forming the foundation of Racing Unleashed's international lounge network.

"The opening of our Zurich Flagship Lounge is a pivotal milestone for Racing Unleashed," says Adhika Lang, Chief Business Development Officer at Racing Unleashed. "As the blueprint for our global expansion it will accelerate our growth significantly as we scale rapidly together with our franchise partners."

Strong Partnerships from Day One

The Zurich flagship lounge opens with two strong partners already in the starting grid: EPAM, a leading global digital transformation services, product engineering, and integrated strategy, experience, and technology consulting partner, and TCS Stadt Zürich, the regional group of Switzerland's largest mobility club, committed to safety, sustainability, and personal freedom in everyday mobility. Their early commitment underlines the location's attractiveness for brands to engage their communities, from simulator branding and digital content to on-site activations and lounge presence. With its unique concept and strategic location in a high-footfall area, Racing Unleashed is attracting attention from both the motorsport and business worlds.

Another Milestone in a Breakthrough Year

The Zurich City opening is the latest highlight in a year of bold moves by Racing Unleashed. Earlier this year, the company acquired vTelemetry PRO, a leading sim racing data and analytics software; welcomed former Formula 1 driver Kevin Magnussen as an investor; and launched the McLaren Racing Motion Simulator in June. Now, with the opening of its new Flagship Racing Lounge, a refreshed brand identity, and a redesigned website going live, Racing Unleashed is ushering in a new chapter. Together, these milestones underscore the company's ambition to lead the sim racing category with innovation, accessibility, and immersive experiences.

Bookings & Access

Located at Kasernenstrasse 97, 8004 Zurich, the lounge is open every day:

- Monday to Wednesday: 13:30 – 21:00
- Thursday to Saturday: 11:30 – 23:00
- Sunday: 11:30 – 18:00

Sessions at the new Racing Lounge Zurich City can be booked online at racing-unleashed.com. Guests are also welcome as walk-ins throughout the day.

ABOUT RACING UNLEASHED

Founded in 2018 and headquartered in Cham (ZG), Switzerland, Racing Unleashed is redefining motorsport for a new generation – immersive, inclusive, and powered by cutting-edge technology. With its own simulator technology developed in Maranello, Italy, and a growing global network of premium Racing Lounges, the company aims to deliver the most engaging motorsport experience, both on-site and online. Blending the thrill of competition with premium hospitality and lifestyle appeal, Racing Unleashed combines high-performance racing hardware, seamless software infrastructure, and a vibrant community. Its mission is to make motorsport accessible to everyone, everywhere – creating pathways for aspiring drivers through its international esports series, and offering unforgettable experiences for fans, partners, and newcomers alike. As the brand expands internationally, Racing Unleashed is unlocking new potential through franchising, strategic partnerships, and an elevated guest experience that merges racing adrenaline with urban culture and entertainment.

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