

PRESS RELEASE

Racing Unleashed at Ultimate Supercar Garage Paris Professional Racing Simulation for Serious Drivers and Collectors

Cham, Switzerland | January 16, 2026. Racing Unleashed will present two of its most advanced professional racing simulators at Ultimate Supercar Garage Paris, showcasing the high-end of its simulation portfolio to press, collectors, and qualified guests.

As an exhibitor at this international event, Racing Unleashed will focus on what defines its approach to simulation: precision engineering, professional racing DNA, and a clear focus on performance and craftsmanship.

Two Simulation Highlights on Display

At the center of Racing Unleashed's presence are two distinct simulators, each representing a different expression of professional-grade racing simulation.

GT Motion Simulator

Racing Unleashed will present its latest-generation GT Motion Simulator, recently launched and currently in operation at the brand's flagship racing lounge Zurich City.

Designed as a true GT cockpit, the simulator is engineered for repeatable, professional-level performance. Developed and manufactured in Maranello, Italy, it combines a proprietary three-degree-of-freedom motion system with high-resolution force feedback, active pedal technology, and a driver-focused cockpit layout. The platform is built for long stints, consistency, and precision—reflecting Racing Unleashed's background in competitive esports and professional driver development.

Positioned between professional training tools and high-end private ownership, the GT Motion Simulator is intended for drivers, collectors, and partners evaluating simulation as part of a broader performance or ownership ecosystem.

McLaren Racing Motion Simulator

Alongside the GT platform, Racing Unleashed will exhibit the McLaren Racing Motion Simulator, developed in close collaboration with McLaren Racing and produced at Racing Unleashed's manufacturing facility in Maranello.

The simulator combines precision engineering, immersive realism, and proprietary motion technology, reflecting the shared ambition of both partners to deliver performance-driven racing experiences. The McLaren Racing Motion Simulator is also a permanent feature at the McLaren Technology Centre and is available for purchase exclusively through Racing Unleashed.

Built for Accessibility and Performance

Racing Unleashed develops its simulators as performance technology rooted in real racing and esports competition, while making professional-grade simulation accessible through a growing international network of high-end racing lounges.

At Ultimate Supercar Garage Paris, the focus is on presenting the upper end of this portfolio—simulators designed for precision, consistency, and long-term engagement with motorsport.

Press Access and Simulator Demonstrations

Simulator demonstrations during Ultimate Supercar Garage Paris are by prior registration only and reserved for selected journalists, collectors, and qualified guests. All demonstrations are conducted in a controlled, one-to-one format and are intended to support professional evaluation and editorial understanding.

Journalists interested in testing either simulator are invited to register in advance and coordinate appointments on site. Interview requests with Racing Unleashed spokespersons can be coordinated in advance or on site, subject to availability.

ABOUT RACING UNLEASHED

Founded in 2018 and headquartered in Cham (ZG), Switzerland, Racing Unleashed develops and operates professional racing simulation technology across a growing international network of high-end racing lounges.

With simulators developed and manufactured in Maranello, Italy, the company combines proprietary hardware, software, and advanced IT infrastructure to deliver professional-grade racing simulation. Racing Unleashed's mission is to make motorsport accessible to everyone, everywhere — from first-time drivers to experienced racers and collectors.

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