



PRESS RELEASE

RACING UNLEASHED AND McLAREN RACING UNVEIL THE McLAREN RACING MOTION SIMULATOR

Cham, Switzerland | June 4, 2025. Racing Unleashed, a pioneer in high-end racing simulation, and McLaren Racing, an iconic name in global motorsport, proudly unveil the McLaren Racing Motion Simulator. Developed in close collaboration, this state-of-the-art simulator represents a breakthrough in racing simulation technology, combining precision engineering, immersive realism, and cutting-edge innovation. Now available for purchase, it delivers an unparalleled racing experience for sim racers and McLaren Racing enthusiasts.

A MILESTONE IN MOTORSPORT SIMULATION

Produced at Racing Unleashed's manufacturing facility in Maranello, Italy, the McLaren Racing Motion Simulator boasts a carbon fiber chassis, McLaren Racing-inspired liveries, and a meticulously designed cockpit for a truly immersive racing experience. Designed to replicate the intensity and precision of professional motorsport, it is intended for both training and entertainment purposes. The simulator will also be a permanent feature in the McLaren Shadow Studio at the McLaren Technology Centre (MTC).

„This partnership brings together the best of both worlds—McLaren Racing’s motorsport excellence and our cutting-edge simulation technology—to create a truly game-changing product for sim racers and motorsport enthusiasts alike,“ said Florian Hürlimann, CTO of Racing Unleashed. „The simulator’s placement at the McLaren Technology Centre is a great honor and reflects McLaren Racing’s commitment to innovation and its belief in the potential of this project.“

Matt Dennington, Co-Chief Commercial Officer, McLaren Racing, added: *„We’re thrilled to be working with Racing Unleashed to be able to bring a new experience to racing fans. It’s an exciting proposition to be replicating our race cars for the sim space and give users an extremely accurate representation of what it is like to drive the real thing.“*

UNMATCHED PERFORMANCE AND INNOVATION

The McLaren Racing Motion Simulator is the result of extensive collaboration between Racing Unleashed and McLaren Racing’s engineers. Key features include:

- **Carbon Fiber Chassis** – Engineered for durability, stiffness, and lightweight performance, reflecting McLaren’s race car technology.
- **Exclusive McLaren Liveries** – Available in a selection of three iconic McLaren Racing liveries, each designed to reflect the brand’s rich motorsport heritage and commitment to excellence.
- **MCL38 Steering Wheel Replica** – A high-performance steering wheel that is a visually identical replica of the 2024 McLaren Formula 1 car steering wheel, offering exceptional realism and responsiveness.
- **Three Degrees of Freedom Motion System (3DOF)** – Simulates pitch, yaw, and roll to replicate braking forces, cornering dynamics, and acceleration.
- **Active Seatbelts** – Useful for immersion and to ensure identical ergonomics for drivers. These seatbelts actively pull, increasing realism by enhancing the feel of braking, turning, and gear-shifting.

- **Custom-Fit Cockpit** – Ergonomically designed with tailored seat foam for optimal driver comfort and focus.
- **Adaptive Driving Assistance** – With multiple difficulty levels, the simulator ensures an immersive experience for all drivers, from beginners to professionals, providing real-time feedback and telemetry for improved performance.

DRIVING THE FUTURE OF RACING SIMULATION

With McLaren Racing's „Forever Forward“ philosophy and Racing Unleashed's commitment to „The Most Engaging Motorsport“, this partnership is setting new standards for performance-driven, cutting-edge racing experiences. Now, fans, drivers, and private customers alike can experience the thrill of motorsport like never before.

NOW AVAILABLE FOR PURCHASE

For the first time, motorsport enthusiasts can own a McLaren Racing-engineered simulator, available exclusively through Racing Unleashed.

For full details and order inquiries, visit: mclarenacing.racing-unleashed.com.

ABOUT RACING UNLEASHED

Founded in 2018 and headquartered in Cham (ZG), Switzerland, Racing Unleashed is at the forefront of transforming motorsport into a global, inclusive sport, aiming to deliver the most engaging motorsport experience. Leveraging cutting-edge simulator technology developed and manufactured in Maranello, Italy, Racing Unleashed combines advanced IT infrastructure with state-of-the-art hardware to create an immersive, high-performance racing environment. Through its growing network of high-end racing lounges in major cities worldwide, the company integrates seamless software and hardware solutions to deliver an unparalleled virtual racing experience. Racing Unleashed's mission is to make motorsport accessible to everyone, everywhere, by fostering a vibrant community and creating pathways for aspiring drivers through competitive esports leagues. By harnessing the power of advanced IT systems and technologies, Racing Unleashed connects a global community of sim racing athletes and motorsport enthusiasts with a professional, sustainable, and safe racing environment, delivering unforgettable experiences that blend technical precision with thrilling gameplay.

ABOUT McLAREN RACING

McLaren Racing was founded by racing driver Bruce McLaren in 1963. The team entered its first Formula 1 race in 1966. McLaren has since won 21 Formula 1 world championships, 196 Formula 1 grands prix, the Indianapolis 500 three times, and the Le Mans 24 Hours at its first attempt. McLaren Racing competes across five racing series. The team competes in the FIA Formula 1 World Championship with McLaren F1 drivers Lando Norris and Oscar Piastri, the NTT INDYCAR SERIES with Arrow McLaren drivers Pato O'Ward, Nolan Siegel and Christian Lundgaard, the ABB FIA Formula E World Championship as the NEOM McLaren Formula E Team with drivers Sam Bird and Taylor Barnard, and F1 Academy with Driver Development programme member Ella Lloyd. The team also competes in the F1 Sim Racing Championship as McLaren Shadow with Lucas Blakeley, Wilson Hughes and Alfie Butcher. McLaren is a champion for sustainability in the sport and a signatory to the UN Sports for Climate Action Commitment. It is committed to achieving net zero by 2040 and fostering a diverse and inclusive culture in the motorsport industry.

[McLaren Racing – Official Website](http://McLarenRacing.com)

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