



PRESS RELEASE

KEVIN MAGNUSSEN JOINS RACING UNLEASHED AS INVESTOR AND STRATEGIC PARTNER

Cham, Switzerland | May 20, 2025. Racing Unleashed, a leader in immersive digital motorsport experiences, is proud to announce that racing driver Kevin Magnussen has joined the company as an investor and strategic partner. Known for his unrelenting competitiveness and deep motorsport experience, Magnussen adds exceptional credibility and momentum to Racing Unleashed's global ambitions.

CHAMPIONING AN ALIGNED VISION OF RACING EXCELLENCE

This partnership signals a powerful alignment between one of the most progressive motorsport platforms and a driver who has competed at the very highest level, from Formula 1 to the FIA World Endurance Championship. As both an investor and strategic partner, Magnussen's involvement reflects his strong conviction in the company's vision: to transform motorsport into an accessible, inclusive, and technologically advanced experience for a global audience.

"Racing Unleashed is doing something truly bold - bringing the intensity and emotion of real racing into an environment that's accessible to anyone, anywhere," said Kevin Magnussen. "I believe in this vision, and I'm proud to support the team not only as a partner, but as an investor helping drive the next chapter of growth."

DRIVING PRODUCT AND MARKET EXPANSION

Magnussen will take on an active role across multiple dimensions of the business. His racing expertise will directly influence the development of Racing Unleashed's next-generation simulators and virtual race formats, ensuring the experience remains rooted in real-world performance and authenticity. He will contribute to the company's international expansion strategy, offering perspective as Racing Unleashed accelerates its rollout of Racing Lounges in major cities across Europe, North America, the Middle East, and Asia. At the same time, his presence will amplify Racing Unleashed's brand in key markets through content campaigns, live events, and exclusive lounge experiences, connecting with a new generation of fans and aspiring drivers. His support for community-building and talent development will help solidify Racing Unleashed as a platform for emerging sim racers to grow, compete, and eventually transition into real-world motorsport.

FUELING MOMENTUM FOR GLOBAL GROWTH

Francisco Fernandez, Founder and CEO of Racing Unleashed, commented:

"Kevin's decision to invest in Racing Unleashed is a strong endorsement of our long-term vision. His ability to move seamlessly between the real and virtual worlds of racing gives us a competitive edge, and his influence will be felt not just on our products, but across our brand, our lounges, and our community. He's not here to sit in the passenger seat - he's here to help build."

The strategic partnership with Magnussen comes at a time when Racing Unleashed is scaling rapidly and attracting increasing attention from forward-thinking investors who recognize the global potential of digital motorsport. With a fully vertically integrated ecosystem, from proprietary simulators to esports leagues

and premium racing lounges, Racing Unleashed is positioned to lead a new category of competitive, connected racing experiences. Magnussen's involvement enhances that positioning and sets the tone for what's next.

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 KEVIN MAGNUSSEN

With 185 starts over a 10-year Formula 1 career, Kevin Magnussen is one of the most experienced racing drivers of his generation. The Dane joined the McLaren Young Driver Programme at the age of 17 and made his Formula 1 debut in 2014, scoring a podium finish in his very first race at the Australian Grand Prix. A former driver for McLaren, Renault, and Haas F1, Magnussen is currently a works driver for BMW M Motorsport in the top class of the FIA World Endurance Championship – Hypercar.

MEDIA CONTACT

Racing Unleashed
Media Relations
c/o Brand Affairs AG
Lucas Mörgelin



racing-unleashed.com