



PRESS RELEASE

RACING UNLEASHED ACQUIRES VTELEMETRY PRO TO ENHANCE COACHING, DATA ANALYTICS, AND SIM RACING EXPERIENCE

Cham, March 27, 2025. Racing Unleashed, a leader in the world of sim racing, is pleased to announce the successful acquisition of vTelemetry PRO, a cutting-edge telemetry tool. This acquisition will enable Racing Unleashed to enhance its offerings, empower data-driven coaching, and further solidify its position at the forefront of the sim racing community.

Racing Unleashed acquired the IP for vTelemetry PRO on January 1, 2025, allowing the company to internalize this critical software and fully integrate it into its simulators and software suite. Furthermore, Racing Unleashed has also acquired key personnel from vTelemetry, ensuring the seamless continuation and strengthening of the company's expertise and know-how. This integration will enhance the user experience by enabling Racing Unleashed to offer advanced data-driven insights and coaching capabilities to both amateur and professional sim racers.

DATA-DRIVEN COACHING AND PERFORMANCE ANALYSIS

The vTelemetry PRO tool enables users to capture, record, visualize, and compare telemetry data from a variety of driving simulation software in real time. Furthermore, vTelemetry PRO is used for the analysis of telemetry data captured from physical racing. It offers valuable insights by analyzing key metrics, such as brake pressure, throttle input, steering angle, and lap times. This acquisition allows Racing Unleashed to offer more tailored, data-driven coaching, helping racers refine their skills with actionable insights based on actual performance data.

„We're excited to integrate vTelemetry PRO into our offering,“ said Dr. Dimitris Felekis, CIO of Racing Unleashed. „This acquisition strengthens our ability to offer data-driven coaching that empowers racers to improve their performance, whether they're just starting or are seasoned professionals. Real-time performance data is a powerful tool, and we're thrilled to bring this capability to our lounges and online platform.“

STRENGTHENING THE BUSINESS

The acquisition of vTelemetry PRO not only enhances Racing Unleashed's coaching and performance tools but also supports the company's long-term growth strategy. By internalizing this key IP, Racing Unleashed can reduce its reliance on third-party tools and technologies, minimizing risk. The integration of this advanced telemetry tool will also open up new opportunities for offering data-driven services and tools, further strengthening the company's overall business and enhancing the racing experience for its community.

TELEMETRY TOOL FOR ALL RACERS

Racing Unleashed will continue to offer vTelemetry PRO under commercial and non-commercial licenses to third parties, allowing racers to collect and visualize data from their simulators. The tool is designed for seamless integration with popular racing simulation software, providing users with valuable performance insights. Additionally, Racing Unleashed intends to make the tool available through its community platform, where users may have the opportunity to track their progress over time and analyze their data. While the platform will provide access to a range of analytics, further community-driven features, such as comparing performance data, are being explored.

LOOKING AHEAD: A NEW ERA OF COACHING

Coaching is expected to play an increasingly important role in Racing Unleashed's offerings moving forward. Starting in 2025, the company will introduce coaching services, providing customers with personalized support to enhance their racing experience. Virtual coaching sessions may also be developed, enabling racers to receive feedback and guidance remotely.

„We're committed to expanding our data-driven ecosystem," said Felekis. „Through integrating telemetry data, we aim to provide more personalized insights that can help racers refine their skills and improve their performance."

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.

MEDIA CONTACT

Racing Unleashed Media Relations
c/o Brand Affairs AG
Lucas Mörgelin
racing-unleashed@brandaffairs.com



racing-unleashed.com