



## PRESS RELEASE

# BÜRGENSTOCK RESORT LAKE LUCERNE AND RACING UNLEASHED PARTNER FOR AN EXCLUSIVE SIM RACING POP-UP LOUNGE

**Cham and Obbürgen, Jan 14, 2025.** From 11<sup>th</sup> January to 30<sup>th</sup> March 2025, Racing Unleashed is bringing the thrill of motorsport to the iconic Bürgenstock Resort with an exclusive pop-up lounge in the Foyer of the Bürgenstock Cinema. Guests and visitors can step into the world of professional racing with state-of-the-art simulators, offering an unparalleled experience of precision, speed, and excitement — all set within the luxurious surroundings of one of Switzerland's most prestigious destinations. Whether you're a seasoned racer or new to the track, this pop-up offers the perfect blend of cutting-edge technology and timeless elegance.

„At Racing Unleashed, we believe in making motorsport accessible to everyone, everywhere,“ said Francisco Fernandez, Chief Executive Officer at Racing Unleashed. „Partnering with the Bürgenstock Resort allows us to deliver an extraordinary experience that combines our advanced simulators with the unmatched luxury and atmosphere of this world-class destination. It's an opportunity to create unforgettable moments for racing fans and resort guests alike.“

“The Bürgenstock Resort has always been a place where imagination meets reality,” said Chris K. Franzen, Managing Director at Bürgenstock Resort. “We are thrilled to collaborate with Racing Unleashed to offer our guests an exhilarating motorsport experience that complements the grandeur of our surroundings. Together, we're setting a new standard for immersive, high-end entertainment.”

## BÜRGENSTOCK HOTLAP CHALLENGE

As part of this exclusive partnership, guests can compete in the Bürgenstock Hotlap Challenge for a chance to win exciting prizes. Participants can register for the competition by notifying the staff prior to starting their session — any booked ride format (15, 30, or 45 minutes) is eligible. The participant with the fastest lap by 21:00 on March 30, 2025, will be rewarded with:

### 1<sup>ST</sup> PLACE:

An Overnight Stay at Bürgenstock Hotel & Alpine Spa – The Heritage, including breakfast for two (valued at CHF 1,000.-)

### 2<sup>ND</sup> PLACE:

A „Share Package“ of 10 x 30-minute rides in Racing Unleashed lounges (valued at CHF 390.-)

### 3<sup>RD</sup> PLACE:

A „Raceday Package“ of 3 x 30-minute rides in Racing Unleashed lounges (valued at CHF 125.-)

## HOW TO BOOK A SIM RACING EXPERIENCE

Sessions at the Racing Unleashed Pop-Up Lounge in the Bürgenstock Resort can be booked online via the [Racing Unleashed booking tool](#). Guests can choose from a variety of formats, including single-player practice sessions and multiplayer races, with pricing as follows:

- 15 minutes: CHF 35.-
- 30 minutes: CHF 60.-
- 45 minutes: CHF 75.-

Options include practice sessions, the Bürgenstock Hotlap Challenge, or thrilling multiplayer races. Customized event formats are also available upon request to meet specific preferences.

## ELIGIBILITY AND RESTRICTIONS

Participation is subject to the following eligibility and restrictions:

- Participants must be at least 13 years old
- Participants must be taller than 1.55 meters (5 feet 1 inch) and shorter than 2.05 meters (6 feet 9 inches)

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## 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 BÜRGENSTOCK RESORT LAKE LUCERNE

The Bürgenstock Resort Lake Lucerne is part of The Bürgenstock Collection headquartered in Switzerland. The resort comprises a total inventory of 360 rooms spread across three hotels: the Bürgenstock Hotel & Alpine Spa (5\* Superior), offering two distinct accommodation choices – The Contemporary and The Heritage, the Waldhotel by Bürgenstock (5\* Superior) and Taverne 1879 (3\*). In addition, the resort boasts 17 residence suites, twelve restaurants, lounges and bars, a 10'000 m<sup>2</sup> award-winning Alpine Spa, a holistic Waldhotel Spa and a wide range of leisure activities. The Bürgenstock Collection portfolio includes the Bürgenstock Resort Lake Lucerne, the Hotel Schweizerhof Bern & Spa (99 rooms), the Royal Savoy Hotel & Spa Lausanne (196 rooms) and The Adria in South Kensington, London (24 rooms).

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## MEDIA CONTACT

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