

PRESS RELEASE

Racing Unleashed Ignites 2026 Esports Series Season A New Era of Professional Sim Racing Begins This February

Cham, Switzerland | February 11, 2026. Racing Unleashed is proud to announce the official start of its 2026 Esports Series season, marking a transformative milestone in the company's sporting evolution. Launching on February 22 in Racing Unleashed Lounges across Europe, the upcoming season introduces a refined competitive structure designed to identify and crown the ultimate champions of professional sim racing.

Launching a Three-Tier Racing Journey

At the core of the 2026 season is the introduction of a new three-tier championship concept, creating a clear and aspirational pathway for drivers at every stage of their competitive journey.

RU1 – The Flagship Championship

Representing the pinnacle of the Racing Unleashed Esports Series, RU1 features 20 fixed elite drivers competing for a total prize pool of 122,000 CHF.

The championship is contested using the Formula Hybrid 2025, delivering the highest level of technical performance and driving precision. RU1 is positioned as a career-defining destination within professional sim racing, showcasing the sport at its most competitive and refined.

RU2 – The Development Championship

RU2 serves as the proving ground for emerging elite talent, featuring a 38,000 CHF prize pool and a dynamic promotion and demotion system.

Drivers compete in the Formula RSS 2 2025, ensuring competitive parity while rewarding consistency, adaptability, and long-term performance across the season.

RU3 – The Global Open Qualifiers

RU3 forms the open gateway into the Racing Unleashed Esports ecosystem. Contested with the Formula RSS 3 2026, this tier allows drivers from the global sim racing community to enter the professional ladder and begin their progression toward the flagship RU1 championship.

A Permanent Fixture in the International Sim Racing Calendar

More than a seasonal competition, the Racing Unleashed Esports Series is now established as a permanent, professional fixture within the international sim racing calendar.

By operating a fixed championship structure, standardized hardware environment, and exclusive RSS car platforms, the series delivers long-term sporting continuity and professional-grade competitive integrity.

Live Competition Inside Racing Unleashed Lounges

A defining feature of the Racing Unleashed Esports Series is the seamless integration of physical and digital racing worlds. All championship races are contested live inside Racing Unleashed's high-end Racing Lounges, which serve as official competition arenas.

Fans and partners are invited to experience race day on-site, offering a premium environment where community, competition, and live esports spectacle converge in real time.

Season Format & Race Calendar

The 2026 Esports Series season features eight championship rounds, hosted across Racing Unleashed Lounges and designed to maximize sporting visibility, competitive balance, and audience engagement.

Full calendar details, race formats, and qualification pathways are available online: racing-unleashed.com/esports

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.

MEDIA CONTACT

Maya Jenni
Marketing and Communications Manager
press@racing-unleashed.com

MEDIA CORNER

Brand assets, press releases & company information
racing-unleashed.com/media-corner

FOLLOW RACING UNLEASHED

racing-unleashed.com

