

PRESS RELEASE

Racing Unleashed Welcomes GC Frauenfussball to the World of Sim Racing

Cham, Switzerland | February 26, 2026. At the Racing Unleashed Lounge Zurich City, the entire team of GC Frauenfussball (the women’s team of Grasshopper Club Zurich) experienced an intense evening of practice, qualifying, and team racing – demonstrating that sim racing is true competition and that motorsport can be made more accessible without compromising performance standards.

From Pitch to Cockpit

Yesterday evening, the Racing Unleashed Lounge Zurich City transformed into a professional race environment as GC Frauenfussball stepped into the world of elite sim racing. The team took part in structured practice sessions, qualifying, and a 30-minute team race on the virtual Monza circuit.

Following a brief introduction, drivers entered an open practice session before moving into qualifying and a competitive team race with live coaching support. Racing took place on professional Formula simulators under identical conditions for all participants – same hardware, same track, same setup.

The competitive spirit was unmistakable. “What stands out here is the consistency: equal conditions, clear rules, genuine competitive pressure. That’s exactly how sport is defined – regardless of the discipline,” said Christian Künzli, CEO of GC Frauenfussball.

Players quickly recognized how principles from professional soccer translate directly into sim racing: teamwork, precision, decision-making under pressure, and mental resilience. The evening also featured reaction wall challenges, spontaneous interviews, a flying buffet, and drinks at the Ascari Bar – but above all, authentic competitive intensity.

Redefining Motorsport: Lowering Barriers, Maintaining Standards

Motorsport has traditionally been one of the most financially demanding sports in the world. Success in racing often requires years of significant investment – frequently reaching into the millions – and strong sponsorship backing.

Racing Unleashed addresses this challenge directly. The barriers to entry are lowered, not the sporting standards. Competition takes place on identical hardware, within clearly defined rules and structured formats. Talent, preparation, and consistency determine success – not financial resources.

“When professional athletes like the team of GC Frauenfussball clearly state that sim racing is real competition, it reinforces our mission,” said Marion Willam, Chief Marketing & Commercial Officer of Racing Unleashed. “We make motorsport more accessible and affordable while ensuring identical conditions for everyone.”

From Racing Lounge to Championship

Beyond its premium lounges in Germany, Spain, and Switzerland, Racing Unleashed operates its own structured championship, the RU Esports Series. Drivers compete across multiple international locations – on the same virtual tracks, under identical technical conditions, and within clearly defined sporting regulations.

The RU Esports Series features multiple performance classes and currently offers seasonal prize money of CHF 160,000, establishing a professional competition platform built on sporting integrity and measurable performance.

All simulators are developed and manufactured in-house by Racing Unleashed and meet professional training standards. Proprietary motion systems, high-precision force feedback, and integrated telemetry create a realistic, performance-driven racing environment.

GC Frauenfussball experienced firsthand what this competitive structure means in practice. As GC Frauenfussball player Luna Lempérière summarized at the end of the evening: “You’re under pressure, every decision counts – and after a few laps, you feel it in your arms. The force feedback is intense. It’s real competition – and at the same time, a strong team experience off the pitch.”

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.

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