

## PRESS RELEASE

### Racing Unleashed Expands Partnership with EPAM in Zurich City Lounge

**Cham, Switzerland | April 09, 2026. Racing Unleashed is entering the next phase of its partnership with EPAM, a global leader in AI transformation engineering and integrated consulting, as it significantly expands its presence at the Racing Lounge Zurich City.**

Following a highly successful first collaboration since mid-2025, EPAM is substantially increasing its commitment — evolving from initial brand visibility into a more integrated and strategic presence within one of Zurich’s most dynamic corporate and networking environments.

*“Zurich City has proven to be a highly effective environment to connect with a premium, business-focused audience. Building on the success of the first phase, we have decided to strengthen our partnership,”* said Pascal Roth, Senior Director at EPAM.

EPAM leverages over thirty years of expertise in custom software, product and platform engineering to empower organizations—including Forbes Global 2000 companies and ambitious startups—to become AI-native enterprises. Recognized by industry benchmarks and leading analysts for its leadership in AI, EPAM drives measurable value from innovation and digital investments, delivering solutions on a global scale while engaging locally. Through its commitment to making the future real for clients, partners and employees, EPAM continues to set the standard for excellence in AI-driven business transformation.

With its flagship location in the heart of Zurich, Racing Unleashed offers a unique platform where technology, performance, and community converge — enabling EPAM to engage directly with a high-value audience in an immersive environment.

*“This next phase shows the strength of the partnership and the value of what we are building. It’s about moving beyond visibility into a deeper, experience-driven brand integration,”* said Marion Willam, Chief Marketing and Commercial Officer at Racing Unleashed.

The expanded partnership underlines the growing relevance of immersive environments as a powerful platform for brand positioning, engagement, and business development.

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## 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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Brand assets, press releases & company information

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