

## PRESS RELEASE

### **Racing Unleashed Celebrates One Year of Racing Lounge Zurich City Over One Million Virtual Kilometers Driven in the Heart of Zurich**

**Cham, Switzerland | June 30, 2026. One year ago, Racing Unleashed opened its flagship Racing Lounge Zurich City in Zurich's Europaallee district. Since then, the venue has evolved into a leading destination for motorsport enthusiasts, sim racing fans, and premium corporate events. Over one million virtual kilometers have been driven on its 17 professional racing simulators over the past twelve months – enough to circle the globe approximately 25 times. Racing Unleashed is celebrating this milestone with a month-long anniversary program filled with activities, special offers, and community experiences.**

#### **From New Venue to Established Destination**

Since opening on June 28, 2025, the Racing Lounge Zurich City has become a recognized fixture in Zurich's entertainment and event landscape. Spanning more than 500 square meters, the venue combines professional-grade sim racing with hospitality, community events, and tailored corporate experiences.

A key part of the concept is Ascari Bar & Bistro, which blends motorsport-inspired atmosphere with casual dining and a curated beverage selection. In addition to individual ride bookings, the venue has become a popular location for corporate events, team-building activities, and exclusive client gatherings.

Through watch parties and a variety of community-focused initiatives, Racing Unleashed has created a destination that appeals to audiences far beyond traditional motorsport fans. While Thirsty Thursday brings people together for after-work socializing, Track Tuesday offers newcomers an easy entry point into sim racing and the opportunity to compete against drivers from other Racing Unleashed lounges. Together with the Ascari Bar & Bistro, the venue has evolved into a unique meeting place where motorsport, lifestyle, hospitality, business, and community intersect.

At the same time, Racing Lounge Zurich City has established itself as a key host venue for the RU Esports Series. Racing Unleashed's professional sim racing championship brings together drivers from across Europe. Broadcast live from Racing Unleashed lounges, the events regularly turn Zurich City into a stage for elite virtual motorsport in front of a growing live audience.

*"The Racing Lounge Zurich City was always intended to be much more than a sim racing venue. It brings together sport, technology, hospitality, and community under one roof. The development of the location and the response from our guests during the first year have exceeded our expectations,"* says Marion Willam, Chief Marketing and Commercial Officer at Racing Unleashed.

### **Strong Partnerships and a Growing Ecosystem**

The Racing Lounge Zurich City has also become an attractive platform for partners. Companies such as EPAM and TCS Zurich use the venue for brand activations, networking opportunities, and client events.

Its combination of a central location, innovative technology, and premium hospitality makes the lounge an appealing environment for brands looking to engage audiences in new and meaningful ways. The venue offers a platform for companies that value authentic experiences, direct interaction, and experiential marketing.

### **A Month of Anniversary Racing**

To celebrate its first anniversary, Racing Unleashed will host a full month of activities and special promotions throughout July.

Visitors will receive 20% off all rides at Racing Lounge Zurich City. Guests can also take part in an anniversary prize wheel featuring complimentary rides, merchandise, and additional surprises.

One of the highlights is the Kevin Magnussen Hotlap Challenge at Silverstone Circuit. The former Formula 1 driver and Racing Unleashed investor has set an official benchmark lap time, challenging the community to beat it. The fastest drivers will have the opportunity to win exclusive prizes, including merchandise signed by Magnussen and unique Racing Unleashed experiences.

As part of the anniversary celebrations, Racing Unleashed will also unveil a custom-designed simulator cover as an art installation. Created by a Racing Unleashed team member, the piece will be displayed at Racing Lounge Zurich City and represents the company's commitment to showcasing talent both on and off the track.

### **Bookings & Information**

The anniversary activities will run from July 1 to July 31, 2026, at Racing Lounge Zurich City, Kasernenstrasse 97, Zurich.

For more information and bookings, visit: [racing-unleashed.com/lounges/zurich-city](https://racing-unleashed.com/lounges/zurich-city)

High-resolution imagery is available for download at [this link](#).

---

## 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](mailto:press@racing-unleashed.com)

## MEDIA CORNER

Brand assets, press releases & company information  
[racing-unleashed.com/media-corner](https://racing-unleashed.com/media-corner)

## FOLLOW RACING UNLEASHED

[racing-unleashed.com](https://racing-unleashed.com)

