

PRESS RELEASE

5 Years of High Speed in the Heart of the Motorworld: Racing Unleashed Munich Celebrates Anniversary

Munich, Germany | August 13, 2026. Half a decade of professional-grade virtual motorsport: this summer, the Racing Lounge Munich at the Motorworld celebrates its 5th anniversary. Since opening in the summer of 2021, the Racing Unleashed location in the north of the Bavarian capital has evolved from a visionary sim-racing concept into a fixture of the regional leisure, event, and motorsport scene.

Sim Racing Meets Supercar Spirit

Set against the spectacular backdrop of the Motorworld Munich, the Racing Lounge on the second floor embodies genuine automotive lifestyle. Surrounded by urban industrial charm, historic youngtimers, and modern supercars, it creates a unique world of experience that delights petrolheads, event planners, seasoned sim racers, and curious newcomers alike. The fascination doesn't end at the virtual racetrack: many guests use their visit to stroll through the Motorworld's vehicle exhibitions before or after their sessions, soaking up the venue's extraordinary atmosphere.

Cutting-Edge Technology from Maranello

At the heart of the Munich lounge are twelve high-end racing simulators. The cockpits are developed and manufactured in Maranello, Italy – the world-renowned center of motorsport. They combine proprietary hardware, specialized software, and a powerful IT infrastructure. The result is a completely realistic, professional-grade driving experience, with vehicle dynamics and track characteristics simulated with precision.

The on-site offering caters to beginners and ambitious drivers alike: a quick adrenaline fix is available with a 15-minute "Quick Ride" for EUR 30. Those looking to hone their performance and racing line can book a one-hour, data-driven 1:1 coaching session, including a personal performance analysis, for EUR 120.

A Hotspot for Community and Corporate Events

Beyond the driving experience itself, Racing Unleashed Munich has established itself as an event venue and meeting point for the motorsport community. Companies make use of the combination of realistic race simulation, state-of-the-art infrastructure, and an exceptional ambiance for corporate events, team-building activities, and exclusive client events with a lasting impact.

The Racing Lounge's regular program includes:

- **Shared racing experience:** Every Tuesday, sim-racing enthusiasts come together for the "Track Tuesday" community race. All Racing Unleashed lounges are connected live, allowing drivers from different locations to compete against one another in shared qualifying sessions and races.
- **Race Weekend Experience:** At the so-called watch parties, fans follow selected official Formula 1 broadcasts on the lounge's big screens. With the "Track Attack" package (EUR 65,

including two drinks), they first race a qualifying session and a race on the current Grand Prix circuit, with winners receiving prizes, before the real race begins live.

- **Professional racing up close:** As a host venue of the international RU Esports Series, the Racing Lounge regularly stages high-caliber, live-streamed professional races, in which some of Europe's best sim racers compete for championship points, hundredths of a second, and attractive prize money.

Strong Regional Connections

The location's success is due, not least, to strong regional partnerships. For example, Racing Unleashed Munich is part of the ADAC benefits program, giving members of the automobile club access to exclusive discounts.

Location Information:

- Address: Motorworld Munich, Am Ausbesserungswerk 8 (2nd floor), 80939 Munich
- Phone | Email: +49 89 2000 340 70 | muenchen@racing-unleashed.com
- More information and bookings: racing-unleashed.com/lounges/munich
- High-resolution images are available for download at [this link](#).

ABOUT RACING UNLEASHED

Racing Unleashed was founded in 2018 and is headquartered in Cham (ZG), Switzerland. The company develops and operates professional race simulation technology and has an international presence with a growing network of premium Racing Lounges.

With simulators developed and manufactured in Maranello, Italy, Racing Unleashed combines proprietary hardware, software, and a powerful IT infrastructure to enable professional-level race simulation. The company's goal is to make motorsport accessible to everyone – anywhere and at any skill level, from beginners to experienced racers.

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