

PRESS RELEASE

When Rap Meets Racing:

EAZ and XEN Celebrate “Up in Smoke” at Racing Unleashed

Two of the defining voices in Swiss rap step into the world of virtual motorsport: in Zurich, Racing Unleashed becomes the stage for the exclusive album release party for “Up in Smoke.”

Zurich, Switzerland | September 21, 2026. Two artists, one joint album, and for one night, an entirely different kind of stage: on September 24, 2026, EAZ and XEN will celebrate the release party for their joint album “Up in Smoke” at the Racing Unleashed Lounge Zurich City. One day before the album officially drops on September 25, select guests and media will get an exclusive first listen to “Up in Smoke.” Before that, EAZ and XEN trade the mic for the steering wheel and take to the virtual racetrack alongside their guests.

From the Stage to the Cockpit

The pairing is no coincidence. Music and racing run on a similar dynamic: focus, timing, precision, and the ability to deliver in the decisive moment. Holding your own on stage, in the studio, or on track takes more than talent — it takes concentration, stamina, and the will to keep evolving.

At Racing Unleashed, that connection becomes tangible: EAZ and XEN will first go head-to-head against each other and against their guests on professional racing simulators, bringing their community together on and off the track.

“We are incredibly proud and grateful that EAZ and XEN are celebrating this night with us. Their stage runs on passion, adrenaline, timing, and precision — exactly like Racing Unleashed. That lets their fans experience this connection live before they get an exclusive first listen to ‘Up in Smoke,’” says Marion Willam, Chief Marketing and Commercial Officer at Racing Unleashed.

EAZ & XEN: Two Careers, One Shared Story

EAZ and XEN have been among the defining voices in Swiss rap for years. What began more than a decade ago as a musical connection between two independent artists has become one of the most distinctive alliances in Swiss hip-hop. Since 2015, their paths have crossed again and again: on songs, on stages, and in shared creative phases.

Both artists look back on successful releases, chart placements, and gold and platinum certifications. With “Up in Smoke,” they now carry their shared story forward at album length. Two distinct musical signatures meet the familiarity of a bond that has grown over years.

From High Speed to “Up in Smoke”

After the adrenaline of the race, the night belongs to the music. At the album release party, EAZ and XEN will present “Up in Smoke” for the first time in an exclusive setting and celebrate their new shared chapter with their guests. The evening moves from competition and adrenaline on the virtual track back to what has connected EAZ and XEN for more than a decade: their music.

“XEN and I have known each other for so long, and we have been through an incredible amount together over the years. The fact that it has now turned into a joint album means a great deal to us. Hearing ‘Up in Smoke’ for the first time with our friends, our fans, and the people who have been there along the way — and celebrating that moment together — will be something really special for us,” says EAZ.

The Evening at a Glance

- When: Thursday, September 24, 2026, 7:00 to 11:00 p.m.
- Where: Racing Unleashed, Racing Lounge Zurich City, Kasernenstrasse 97, 8004 Zurich
- What: Racing sessions with EAZ and XEN, followed by the exclusive “Up in Smoke” album release party

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 RU

press@racing-unleashed.com

MEDIA CONTACT EAZ & XEN

info@mg-mgmt.ch

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