

PRESS RELEASE

¡Hola, Madrid! The Race Is On.

Racing Unleashed Has Moved: The Madrid Racing Lounge Is Now at CALEIDO

Cham, Switzerland | October 27, 2026. New address, same pulse: Since October 10, 2026, Racing Unleashed has been welcoming guests at its new lounge in CALEIDO, the shopping and leisure area at the foot of the IE Tower in Madrid's Cuatro Torres financial district on Paseo de la Castellana. The move from its previous location in Alcobendas brings the sim-racing experience closer to the city, between Spain's tallest skyscrapers and the IE University campus – more central, more visible, and within reach of far more people.

New Location, Familiar Experience

The Madrid community will find everything it knows Racing Unleashed for at CALEIDO: professional racing simulators from Maranello, authentic race feel, and tracks from around the world. At the same time, the new location opens the door to a new audience – shoppers, IE University students, professionals from the surrounding office towers, and anyone ready to experience pro-level virtual motorsport for the first time.

Getting started is easy with the 15-minute “Quick Ride” for EUR 25. Those who want more time on track can book 30-, 45- or 60-minute sessions. Ambitious drivers can sharpen their racing line in a one-hour 1:1 coaching session, including a goal briefing, a coached drive, and a personal performance analysis. Groups benefit from tiered discounts – ideal for team events, corporate functions, and birthdays.

“Moving to CALEIDO is a clear step forward for our business in Madrid. We are now where Madrid works, studies, and shops – with more visibility and easy access. This lets us bring sim racing to even more people and deliver a highly realistic, pro-level racing experience,” says Frank Muggli, Chief Financial Officer of Racing Unleashed.

The Madrid lounge is part of Racing Unleashed's international network, with locations in Switzerland, Germany, and Spain.

Location Information

- Address: Paseo de la Castellana 259E, Complejo Comercial CALEIDO, Local L-114, 28046 Madrid
- Phone | Email: +34 676 53 51 85 | madrid@racing-unleashed.com
- More information and bookings: racing-unleashed.com/lounges/madrid
- Images are available in the Media Corner; high-resolution files on request at press@racing-unleashed.com.

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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