PRESS RELEASE

Racing Unleashed Welcomes viu as Official Partner of Racing Lounge Zurich City

Cham, Switzerland | November 9, 2026. Zurich-based digital agency viu is the new Official Partner of Racing Unleashed's flagship Racing Lounge Zurich City. The partnership grows out of an existing collaboration: viu already works with Racing Unleashed on its digital presence, including its website.

What began as a digital project quickly became more. The teams worked so well together that both sides decided to take the relationship from the screen into the lounge. Viu is now visibly present at Racing Lounge Zurich City: a racing simulator on the lounge's upper level carries viu's design, viu content runs on the lounge screens, and viu will host its own events for clients and partners on site.

"The Racing Lounge Zurich City brings together technology, performance, and real experience, which is exactly what we stand for and what our clients value," said Marcel Bieri, Partner at viu.

Viu joins a growing number of companies that use Racing Unleashed as a platform for brand experience, client relations, and networking, which strengthens the lounge's position as a meeting point for Zurich's business community.

Marion Willam, Chief Marketing and Commercial Officer at Racing Unleashed, explains: "Viu helps shape how Racing Unleashed shows up digitally. Now they are part of the experience in our lounge as well. More and more companies are choosing Racing Unleashed as the place to engage their audiences, and it's a model built to scale across our network."

Location Information

- Address: Racing Lounge Zurich City, Kasernenstrasse 97, 8004 Zurich
- Phone | E-Mail: +41 58 400 72 56 | zuerich_city@racing-unleashed.com
- More information and bookings: racing-unleashed.com/lounges/zurich-city

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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.

MEDIA CONTACT

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