COMPANY INFORMATION

COMPANY SNAPSHOT

Company Name: Racing Unleashed
Founded: 2018
Headquarters: Cham (ZG), Switzerland
Simulator Production: Maranello, Italy

Racing Unleashed is a phygital motorsport platform combining professional-grade racing simulators, premium racing lounges, and structured digital competition. Operating at the intersection of digital and physical racing, Racing Unleashed delivers authentic driving experiences that replicate the core aspects of real-world motorsport — except sustained g-forces — while making professional racing standards accessible to a wider audience.

WHAT MAKES RACING UNLEASHED DIFFERENT

Phygital Motorsport Experience: Digital simulation combined with a physically demanding driving environment, designed to professional motorsport standards.

Vertically Integrated Platform: In-house simulator development, lounge operations, and the Racing Unleashed Esports Series within one ecosystem.

Premium Racing Lounges: High-end destinations that combine competitive sport, hospitality, and community.

Competitive Sporting Pathway: Clear progression through RU1, RU2, and RU3 tiers of the Racing Unleashed Esports Series.

PRODUCTS & EXPERIENCES

Professional Racing Simulators: Formula, GT, Motion, and bespoke simulator solutions developed in-house.

Racing Lounges: A growing European network, with Zurich City as the global flagship location.

Digital Competitions: Structured championships and seasonal racing formats with broadcast-quality production and a total annual prize pool of over CHF 160,000.

PARTNERSHIPS

McLaren Racing: Strategic technical and licensing partnership focused on simulator development, authenticity, and experience design.

Kevin Magnussen: Investor, strategic partner, and brand ambassador, contributing to product development and long-term platform strategy.

Partnerships do not imply institutional, regulatory, or championship affiliations.

LEADERSHIP

Francisco Fernandez | Chief Executive Officer & Chairman
Florian Hürlimann | Chief Technical Officer
Adhika Lang | Chief Business Development Officer
Frank Muggli | Chief Financial Officer
Marion Willam | Chief Marketing & Commercial Officer

COMPANY BOILERPLATE

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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