

## PRESS RELEASE

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Cham, CH, October 15th 2024

### **Racing Unleashed and McLaren Racing to Revolutionize the Digital Racing World**

*Performance and exhilaration come together in a new era of motorsport.*

Racing Unleashed (RU), the leader in digital motorsport, and McLaren Racing, one of the most iconic teams in motor racing, are thrilled to announce an exciting new licensing partnership. This collaboration will leverage McLaren Racing's expertise in the physical world of racing with Racing Unleashed's commanding presence at the forefront of digital motorsport, bringing a revolutionary sports experience to the global racing community through the development of a McLaren Racing Motion Simulator.

This collaboration promises to redefine digital racing by offering a new approach. Harnessing the passion and performance of physical racing alongside the exhilarating digital world of motorsport, RU and McLaren Racing aim to merge their complementary strengths, making the thrill of sim racing better than ever before.

### **Forever Forward Meets The Most Engaging Motorsport**

With McLaren Racing's "Forever Forward" ethos driving performance and innovation, and Racing Unleashed's mission to deliver "The Most Engaging Motorsport," this partnership stands as a bold declaration of the future of racing. Both companies share an ambitious vision of pushing the boundaries of the racing experience, creating a platform that blends the adrenaline of high-speed racing with cutting-edge digital advancements.

"Racing Unleashed will be developing the official McLaren Racing Motion Simulator, set to launch early next year. This partnership creates an immersive racing experience that will redefine how fans engage with the sport, blending performance and technology like never before," said Dr. Florian Huerlimann, CTO, Racing Unleashed.

"We're thrilled to be working with Racing Unleashed to be able to bring a new experience to racing fans. It's an exciting proposition to be replicating our race cars for the sim space and give users an extremely accurate representation of what it is like to drive the real thing," said Matt Dennington, Co-Chief Commercial Officer, McLaren Racing.

Together, McLaren Racing and Racing Unleashed are committed to driving forward a new era of, exciting and performance-driven racing experiences, making it possible for fans across the world to engage with the sport like never before.

### **Scope of the Project**

This partnership aims to deliver the most innovative and cutting-edge racing simulators, not only for racing drivers but also for fans worldwide. By creating state-of-the-art simulators that mirror the precision and adrenaline of real-world racing, Racing Unleashed and McLaren Racing are setting a new standard for simulator racing. These simulators will bring the thrill of motorsport to a global audience, offering an authentic and exhilarating racing experience, no matter their skill level or location.

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### **About Racing Unleashed**

Founded in 2019 by Francisco Fernandez, Racing Unleashed is transforming motorsport into a global, inclusive sport. With a network of racing lounges in major cities, RU provides unparalleled access to cutting-edge virtual racing experiences for fans and enables future-proof career paths for the next generation of racers. Through advanced simulator technology, RU delivers “The Most Engaging Motorsport,” blending technical precision with thrilling gameplay to break down traditional entry barriers and unleash racing.

### **About Racing Unleashed Factory in Maranello**

Racing Unleashed takes pride in the precision and craftsmanship of its racing simulators, which are produced in our state-of-the-art factory in Maranello, Italy—the heart of motorsport engineering. This facility allows us to manufacture simulators that reflect the same standards of quality and innovation found in the most advanced racing technology. With the expertise rooted in this iconic racing hub, RU ensures that every simulator is built with unmatched attention to detail, delivering a product that offers an unrivalled racing experience.

### **About McLaren Racing**

McLaren Racing was founded by racing driver Bruce McLaren in 1963. The team entered its first Formula 1 race in 1966. McLaren has since won 20 Formula 1 world championships, 188 Formula 1 grands prix, the Indianapolis 500 three times, and the Le Mans 24 Hours at its first attempt.

McLaren Racing competes across six racing series. The team competes in the FIA Formula 1 World Championship with McLaren F1 drivers Lando Norris and Oscar Piastri, the NTT INDYCAR SERIES with Arrow McLaren drivers Pato O’Ward, Nolan Siegel and Christian Lundgaard, the ABB FIA Formula E World Championship as the NEOM McLaren Formula E Team with drivers Sam Bird and Taylor Barnard, the Extreme E Championship with NEOM McLaren Extreme E Team drivers Cristina Gutiérrez and Mattias Ekström, and F1 Academy with ART Grand Prix and Driver Development programme member Bianca Bustamante. The team also competes in the F1 Sim Racing Championship as McLaren Shadow, having won the 2022 Constructors’ and Drivers’ Championships.

McLaren is a champion for sustainability in the sport and a signatory to the UN Sports for Climate Action Commitment. It is [committed to achieving net zero by 2040](#) and fostering a diverse and inclusive culture in the motorsport industry.

[McLaren Racing – Official Website](#)