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[Racing Unleashed: Where legends take their first lap](#)

Lead

Racing Unleashed is pioneering a new era of motorsport. Founded by Swiss serial entrepreneur Francisco Fernandez, the company is driven by the vision of "creating the most engaging motorsport - accessible to everyone, everywhere." Here's everything you need to know about the product and business...



The visionary behind Racing Unleashed: Francisco Fernandez

Francisco Fernandez, founder of Avaloq, has always been a tech visionary. His passion for motorsport led to the creation of [Racing Unleashed](#), breaking down barriers in motorsport and making it more inclusive and engaging for fans everywhere. Under his leadership, Racing Unleashed currently has racing lounges in Switzerland, Germany, and Spain, and plans to grow globally.

The company's mission is not just to make motorsport more accessible but to turn virtual racing into a global sport. By creating a worldwide network of racing lounges, Racing Unleashed connects fans, racers, teams and sponsors globally, offering thrilling competitive experiences.



High-end racing simulators

At the core of Racing Unleashed are its advanced simulators, developed and hand-built in Maranello, Italy's Motor Valley. These simulators provide a visceral and realistic experience, replicating real-world race car dynamics. With SimMotion technology, drivers feel every turn and brake, while high-fidelity graphics and VR-ready setups create an immersive environment. The simulators also serve as training grounds for aspiring and professional racers, collecting vast amounts of data to enhance driver development.

Expansion through franchises: A global network of racing lounges

Racing Unleashed is rapidly expanding through a franchise model, aiming to establish racing lounges in major cities worldwide. These lounges serve as hubs where motorsport enthusiasts gather, compete, and enjoy social experiences. Franchisees benefit from Racing Unleashed's technology and support, offering racing, esports competitions, corporate events, and more. By 2028, Racing Unleashed plans to operate lounges in over 20 countries, leveraging strategic partnerships to foster a global community of racing enthusiasts.



Join the racing revolution

Racing Unleashed is leading the revolution to make motorsport – one of the most elite sports in the world – accessible to everyone. With a vision to make virtual racing a global sport, it invites investors, entrepreneurs, and fans to join this exciting journey. Whether you are interested in opening a franchise or experiencing virtual racing, Racing Unleashed offers an unparalleled opportunity to be part of motorsport's future.

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