

## Samsung collaborates with Racing Unleashed to Elevate Motorsport Experiences with Advanced Technology



Cham, 16.04.2024 – In an exciting new partnership, Samsung Electronics Switzerland and Racing Unleashed are joining forces to bring advanced technological innovation to motorsport fans around the globe. This collaboration will see Samsung integrating its next generation screen technology into Racing Unleashed's simulator technology, esports competitions and racing lounge franchise, enhancing the motorsport experience for racing enthusiasts, professional athletes, corporate events and friends & families.

### Partnership Highlights

Samsung's cutting-edge display technology will be in the center of Racing Unleashed's ecosystem including their racing lounges, simulators technology and esports competitions, providing immersive experiences that push the boundaries of realism in motorsport simulation.

Fabio Vettiger, Head of Sports & Sponsors at Racing Unleashed, expressed his enthusiasm: "This partnership with Samsung represents a significant leap forward for us. Their advanced display technology will further elevate the entire motorsport experience at Racing Unleashed, making it more engaging and visceral.

André Brun, Head of Sales Display/DS at Samsung Switzerland, shared his vision for the collaboration: "We are thrilled to further extent our partnership with Racing Unleashed. Our innovative display solutions, combined with their expertise in motorsport simulation, will create unmatched experiences for racing enthusiasts and professionals alike."



Racing Unleashed brand ambassador JWW aka James Walker.

**Most engaging Motorsports. Accessible to everyone, everywhere.**

Racing Unleashed lounges, equipped with Samsung's cutting-edge displays, redefine the motorsport experience. Located across Switzerland, Germany and Spain these lounges serve as community places to connect, compete, and celebrate. Esports athletes will harness Samsung's technology during official Racing Unleashed competitions, offering a glimpse into the future of racing. Meanwhile, visitors to the lounges can immerse themselves in the cutting-edge technology firsthand, exploring the array of products Racing Unleashed has to offer.



Simulator Portfolio. Credit: Racing Unleashed



Pagani Huayra R Simulator. Credit: Racing Unleashed.



F1 Simulator o28. Credit: Racing Unleashed.

### **About Samsung Electronics**

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, home appliances, network systems, and memory, system LSI, foundry and LED solutions, and delivering a seamless connected experience through its SmartThings ecosystem and open collaboration with partners. For the latest news, please visit the Samsung Newsroom at [news.samsung.com/ch](https://news.samsung.com/ch).

### **About Racing Unleashed**

Racing Unleashed is dedicated to making motorsports accessible to everyone, regardless of location or experience level. With advanced technologies, a global franchise network, and athletic-centric competitions, Racing Unleashed aims to provide the most engaging experiences for Motorsport fans worldwide.

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