



Our Vision

At Racing Unleashed, we are driving the revolution of motorsport towards a global, inclusive experience that excites everyone. With state-of-the-art simulators and unique Racing Lounges, we create an atmosphere that perfectly combines thrill, technology, lifestyle, and hospitality. Our exclusive network connects motorsport fans, professionals, and the curious, making racing accessible to everyone, everywhere.

As we continue our international expansion, we are strengthening our commercial team with a Simulator Sales Representative who understands both the thrill of motorsport and the expectations of clients and partners who value quality, experience, and exceptional service.

SIMULATOR SALES REPRESENTATIVE | 100%

Role Overview

We are looking for someone that thrives in high-performance environments and naturally connects with individuals and businesses seeking to elevate their offering, whether through entertainment, engagement, or brand differentiation.

You will manage both private clients (motorsport enthusiasts, collectors, etc.) and B2B customers (luxury automotive dealerships, airport lounges, member clubs, hospitality groups). Your approach will be relationship-focused, experience-driven, and built on trust rather than transactional sales.

You'll guide clients through an immersive journey that showcases the emotional and technical appeal of our simulators and how they integrate into their home, venue, or brand environment.

You bring a proven track record in selling high-value luxury or lifestyle products to UHNWI clients, and you are able to position our simulators as an exclusive, design-integrated experience for premium residential and hospitality environments.

Your strength lies in activating an existing network of private clients, advisors, and luxury-industry contacts to build and grow a high-quality pipeline.

Key Responsibilities

Client & Partner Experience

- Introduce individuals, brands, and venues to our simulators through engaging, personalised demonstrations.
- Create memorable experiences that highlight performance, realism, and the excitement of competitive racing, whether in private settings or premium and luxury environments.
- Showcase our simulators as a premium lifestyle enhancement—focusing on comfort, craftsmanship, aesthetics, and seamless integration into high-end spaces.

Relationship Building

- Build, expand and leverage relationships within the racing community (collectors, GT drivers, motorsport clubs, racetracks and resorts, track-day groups, private racing circles, and corporate partners).
- Serve as a trusted point of contact, supporting clients throughout their journey, from first experience to installation and beyond.
- Leverage your existing book of UHNWI clients and luxury contacts to accelerate private-client acquisition and generate qualified referrals.

Advisory & Solution Guidance

- Understand each client's goals, environment, and motivations, whether private enjoyment, training, guest engagement, or brand activation.
- Recommend configurations, setups, and options that best fit their needs.
- Coordinate order details with the simulator production team to ensure smooth handover, accurate specifications, and timely delivery.
- Collaborate with interior designers, architects, and high-end property developers to ensure aesthetic and functional integration of the simulator into premium residential or hospitality environments.

Representation & Presence

- Represent Racing Unleashed professionally at events, lounges, partner venues, and private appointments.
- Maintain a polished, professional presence that aligns with high-standard and luxury-adjacent environments.
- Uphold discretion and confidentiality in all interactions.

Process Improvement & Collaboration

- Contribute to improving the client journey and internal sales processes, ensuring consistency and efficiency across touchpoints.
- Collaborate with marketing, operations, and production teams to support events, partner activations, and new lounge openings.
- Share insights from client and partner interactions to help shape product development and market strategy.
- Create clear, compelling sales concepts and presentations independently; you are hands-on, comfortable building your own materials, and do not rely on assistants or support staff for high-quality client-facing documents.

Requirements

Professional Background

We are looking for someone who has operated in environments where clients expect excellence, discretion, and a personalised experience. Ideal backgrounds include:

- High-performance or luxury automotive sales with exposure to clients who value quality, trust, and tailored service.
- Private client-oriented roles such as:
 - premium concierge services
 - luxury real estate
 - private aviation or superyachts
 - private banking or lifestyle advisory
 - Experience with UHNW behaviour patterns, expectations, and decision-making is highly valued.
- Relationship-based client management: You have managed your own book of high-value clients and understand how to build long-term trust, not just close one-off deals.
- Demonstrated success selling luxury products or high-value experiences to UHNWIs, validated by measurable results (e.g., high-ticket closings, luxury portfolio management, repeat private clients).
- An established personal network within luxury ecosystems - such as private clients, premium real estate, automotive, private clubs, interior designers, or concierge services—and the ability to activate this network from day one.
- Strong personal affinity for motorsport and the racing ecosystem; you understand track culture, racing behaviour, and the mindset of collectors and drivers.

- Familiarity with the sim racing landscape or the ability to learn quickly and serve as a credible advisor to experienced racers.
- Experience selling to or working closely with racing enthusiasts, track-day drivers, or automotive collectors. You feel at home in garages, paddocks, and luxury automotive environments.
- Ability to advise clients on differences between high-end simulators and confidently articulate why our product fits their expectations.
- Excellent command of English (spoken and written) is required. Proficiency in German is an advantage.

Personality & Style

- Discreet and composed, understands NDAs, private environments, and respectful service.
- Confident but humble, is comfortable standing in a hypercar garage, a dealer showroom, or a private lounge without being intimidated.
- Naturally car-affine; you connect authentically with clients who live and breathe racing, competition, and high-performance machinery.
- Emotionally intelligent and able to read a client's preferences quickly.
- Well-presented, with a refined but understated style.
- Strong appreciation for luxury lifestyle environments—premium interiors, entertainment spaces, and high-end residential design—and the ability to speak credibly within these contexts.
- A hands-on mentality—fully self-sufficient, proactive, and comfortable creating concepts and presentations without administrative support.

What we Offer

- A dynamic role at the crossroads of motorsport, technology, and premium experiences.
- Access to state-of-the-art simulators and high-level events.
- A chance to shape how Racing Unleashed is presented to clients and partners worldwide.
- A passionate, international team focused on performance, innovation, and growth.
- Attractive, performance-driven compensation with significant upside.

Contact

[Apply now](#)

If you have any questions, please feel free to contact our HR at +41 58 400 71 27 or write an e-mail to HR@racing-unleashed.com. Applications can only be considered if they are received via our online process, please only send questions to the above email address.

