Morse Serves as Counsel in iRacing Partnership with NASCAR Euro Series

June 27, 2025

Morse is pleased to have served as counsel to iRacing, the global leader in online racing simulation and gaming, in its partnership with the NASCAR Euro Series to bring the "Pure Racing" spirit of the European NASCAR championship to gamers worldwide. This exciting collaboration will expand iRacing's global reach while delivering a unique and immersive experience to its simulator platform.

A key highlight of the partnership is the introduction of the EuroNASCAR V8 car to the iRacing platform. This addition offers fans a dynamic way to engage with the championship and provides aspiring competitors with an authentic environment to train and develop their skills. Beyond supporting the next generation of racing talent, the partnership also reinforces iRacing's position as an industry innovator. As part of the agreement, iRacing will become an official partner of the championship, with its branding featured on all NASCAR Euro Series cars.

Morse attorney Mike Cavaretta served as counsel to iRacing in this transaction, advising on the drafting, review, revision, and negotiation of the contract.

Additional details on the partnership can be found in iRacing's press release.

Morse focuses exclusively on the core legal services that businesses need to succeed, helping businesses of all sizes — from startups to Fortune 1000 companies — in the service areas of corporate, intellectual property, licensing, employment, taxation and litigation.

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