



Cruden expands with move to new purpose-built Amsterdam facility

The world's leading professional motion simulator company opens new global HQ to meet business growth in the motorsports, automotive, attractions and training markets.

Amsterdam, Netherlands – The global headquarters of Cruden B.V. has moved into brand new, purpose-built premises in Amsterdam to cope with increased orders from customers in the professional motorsport, automotive, attractions and training markets. The facility, just 15 minutes from Amsterdam Schiphol Airport and two minutes from the Amsterdam Ring Road (A10), is where the company will manufacture all of its Hexatech and Hexathrill 6-DOF simulators, simulator components and develop a pipeline of new products such as ground-breaking 'multiple guest interactivity' rides for the attractions industry. The building also houses Cruden's in-house Content & Design Studio which builds Cruden simulator operating software and professional image generation for the simulated environment.

Says Maarten van Donselaar, Cruden CEO: "With great access to Schiphol airport and the city centre, the new facility enables us not only to grow the business but to provide a more suitable setting for hosting increasing numbers of potential customers who come to experience and specify our simulators and take advantage of our consultancy services."

Cruden sales have increased significantly in the past two years as the market for technologically advanced simulators and sophisticated car and track modelling capability has increased. The company supplies race teams in Formula One, sports cars, GP2, GP3 and DTM as well as research institutes and universities such as the University of Hertfordshire which is using the simulator to help develop the race car engineers of the future. In 2010 it delivered 10 simulators to Ferrari World Abu Dhabi and in 2011, Vortex Racing, a simulator centre in Canada purchased eight simulators. Cruden is working with several automotive OEMs on vehicle engineering simulation projects.

Note to editors

Cruden's new address is:

Pedro de Medinalaan 25

1086 XP Amsterdam

The Netherlands

The telephone number remains the same: +31 20 707 4668.

About Cruden

Cruden is the world's leading designer and manufacturer of professional, interactive, motion-based racing simulators. The company develops the most high tech, realistic and accurate professional equipment for the top levels of international motorsport, including Formula One, as well as vehicle manufacturers and their suppliers. The same package is then made available to the global attractions market and to private individuals to create a motorsport experience which simply does not compare with 'games' machines on the market. Cruden's heritage is in the development of professional simulators for the aerospace, marine and automotive industries. Originating from Fokker Aircraft Company, the company was FCS Racing Simulation before becoming Cruden in 2006. www.cruden.com

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Press Enquiries

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Pictures



