



News Release

Cruden B.V. announces the official launch of Cruden America, Inc., providing full immersion simulators to the US market previously only available to the European racing elite

Laguna Niguel, California, March 20th, 2009 - Cruden B.V. of the Netherlands is pleased to announce the official opening of Cruden America. In place since 2008, Cruden America has been establishing the necessary infrastructure to provide American racing teams with the latest technology in full immersion simulation with six degrees of freedom (6-DOF), the same technology that has until now only been associated with the European racing elite. With corporate offices located in Laguna Niguel, California, Cruden America is ready to address the needs of the racing industry throughout America.

It's no secret that F1 teams and Automotive Manufactures have been using Cruden technology for some time. Now with the airing of the Speed Channel special showcasing the LMP1 Acura program, the time has come to unveil this technology to the American racing world. The Cruden Simulator located at Wirth Research, Oxfordshire UK played a significant role in the development of the LMP1 Acura as well as with other top level European racing organizations. "Our current computer modeling and simulation technology has advanced far beyond those early models, and we now achieve near complete accuracy in automobile and racetrack dynamics. The Cruden Advantage has come to America in a big way"- Maarten van Donselaar, CEO of Cruden B.V.

Technology that was once reserved for commercial and military flight simulators has been enhanced, refined and made affordable for the racing world in the areas of power train, tire, suspension and chassis dynamics, as well as overall driver development. Cruden's track visualization can now accurately mirror any race track, in any type of condition from heat, rain, humidity to daylight or night time driving, and virtually any combination thereof.

The physics modeling that is now available through Cruden creates a tool for race teams that eliminates the need for almost all on track testing. Drivers using the Cruden Simulator practice on actual simulated race tracks while the team engineers fine tune the race car as the driver runs the circuit, without ever setting foot in the car or on the track itself. Cruden improves a team's competitive advantage, because rain or shine, everyday is a test day. "This Simulator will change motor sports as we know it, forever"- Jack McCormack, Team Leisy/McCormack Racing.

Through Cruden, the technology of motor sports is changing. With the high financial and environmental cost of developing and testing today's racing vehicles, sanctioning bodies are reducing or eliminating test sessions altogether. The use of Cruden Simulators lessens the impact to the environment while significantly reducing overall operational costs. Cruden Simulator is the competitive advantage, both technologically and financially, that Motor Sports needs in today's challenging environment.

About Cruden

Cruden is the world's leading designer and manufacturer of 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 1, as well as vehicle manufacturers and their suppliers. The same package is then made available to the global entertainment 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

Sales Enquiries

To learn more about the Cruden Advantage, please call our corporate offices at 888-695-5888, or email us at info@crudenamerica.com

Media Enquiries

Claire Dumbreck, Market Engineering, North Bar House, 43-44 North Bar, Banbury, Oxfordshire, OX16 0TH. +44 (0)1295 277050 / +44 (0) 7768 773857
claire.dumbreck@m-eng.com