



News Release

The world's most realistic motion simulators to help automotive, motorsport and industrial vehicle training projects in Australia save money and accelerate development

Australian and Asian Pacific industrial sectors to benefit from new sales and support base for driver-in-the-loop motion simulators—as developed for professional race teams

MELBOURNE – Cruden B.V. – the world's leading designer and manufacturer of interactive motion-based racing simulators – has set up a new Australia office to help Asia Pacific's automotive, motorsport, defence, mining and civil engineering markets exploit the latest affordable simulation technology. The Melbourne operation will bring Cruden's renowned simulators to automotive, motorsport and mining companies, organisations delivering driver training and those conducting research for the motor industry and civil engineering projects. The operation is headed up by Roy Park, a simulation expert with over 25 years' experience designing, manufacturing and servicing advanced motion control systems in Australia, Singapore, Korea and China.

"Cruden's strategic expansion into the Asia Pacific region reflects the growing adoption of simulators by automotive Tier One suppliers, OEM regional technical centres and motorsport formulae outside of Formula 1. It is also a response to the demand for more sophisticated motion systems in simulators for the defence and mining industries," says Frank Kalf, Cruden's commercial director. "As the technology becomes affordable and vehicle and road-modelling improves, Cruden's professional simulators are now within the reach of new markets as a viable testing tool to help reduce costs and speed-up development time. We are now ideally placed to serve customers globally."

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Cruden's background is in flight simulation and its current range of Hexatech simulators has been developed for the most technically challenging environment of Formula 1.

Applications for its simulation technology include vehicle, component and parameter testing – where simulators can be an alternative to building costly prototypes – driver appraisal and coaching; race strategy formation; competitor assessment and benchmarking; engineer training; and driver behaviour analysis. Cruden is at the forefront of motion science and software development, providing solutions – such as a standalone steering systems for fixed base simulation systems for lower budget race teams, and an external physics package which allows vehicle engineers to use Cruden's simulators by automatically 'plugging in' their own vehicle models – to suit its diverse customer base.

Growth areas

"Cruden's success in the area of vehicle development and testing is well known, with outfits such as Wirth Research in the UK using a Hexatech simulator as a core element of their virtual engineering services, says Roy Park, head of Cruden Asia Pacific. "However, we see motor manufacturers and race teams increasingly using motion simulators as a means of translating technological developments – tyres, damper, shock absorbers, suspension, ride and handling, for example – to non-technical target audiences at motor shows, press launches, focus groups and corporate hospitality. Also, there is potential in automotive research and civil engineering applications where the design, safety and cost of large investment projects can be optimised by first simulating their use in everyday conditions 'off-line' prior to execution."

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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 One, 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

Pictures

	<p>Cruden – the world’s leading designer and manufacturer of interactive motion-based racing simulators – has opened an office in Melbourne, Australia, to help Asia Pacific’s automotive, motorsport, defence, mining and civil engineering markets exploit the latest affordable simulation technology</p>
	<p>While Cruden is better known for its work with top level international motorsport companies, it can also develop turnkey motion simulation systems for the mining, defence, automotive research and civil engineering markets.</p>
	<p>Cruden’s Asia Pacific operation is run by Roy Park, a simulation expert with over 25 years’ experience designing, manufacturing and servicing advanced motion control systems in Australia, Singapore, Korea and China.</p>

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