



First installation of Cruden's new Hexatech 3CTR interactive race car simulator at new Weston-Super-Mare Grand Pier

A pair of race car simulators as used by professional drivers and engineers at the highest levels of international motorsport is the first major attraction to be installed at the new pier, due to open soon

WESTON-SUPER-MARE – Cruden B.V. – the world's leading designer and manufacturer of interactive motion-based simulators – has installed its first two Hexatech 3CTR race car simulators at Weston-Super-Mare Grand Pier this week as final preparations are made for the public opening within the next month. The simulators are the exact same professional equipment as used by racing drivers and engineers in Formula One and other international motorsport championships for training, race car development and off-track testing. It is the company's first attraction in the UK and the first installation of its new Hexatech 3CTR which was launched at the IAAPA Attractions Expo in November 2009. Offering full motion or six 'degrees of freedom', highly accurate force feedback and realistic g-force simulation, each simulator has three seats which allows for an interactive drive and two passenger rides in one exhilarating experience.

"I defy any man not to get excited when they see the Cruden simulator in action. When I saw them I had to have them," says Kerry Michael, chairman of AGM Holdings, owners of Weston-Super-Mare Grand Pier. "The simulators are one of the Grand Pier's major attractions which we expect to be popular among the 'arrive and drive' tourist market, frequent visitor driving enthusiasts and particularly the corporate market which will appreciate the serious professional credentials of the equipment."

Weston-Super-Mare Grand Pier is the latest entertainment installation for Cruden which has manufactured a number of distinctive attractions for major theme parks, simulator centres and karting venues, globally.

“We are delighted that AGM Holdings has chosen Cruden simulators to be part of this ultimate 21st century seaside attraction,” says Frank Kalff, Cruden’s commercial director.

“We are confident the simulators will make a visit to Weston-Super-Mare Grand Pier a ‘must’ among those throughout the country who want to get a truly interactive event that gets them as close as possible to the experiences of their racing heroes.”

The simulators will complement the piers’ 14 other star attractions which include a 300 metre-long Go Kart track, a side winder, Helter Skelter and a Robo-Coaster. The simulators will offer guests races in Formula One, rally cross and sports cars on a variety of tracks, and even though the Grand Pier is completely under cover, drivers can even choose whether to race to race in the rain. Wannabe Lewis Hamiltons and Jenson Buttons can race against each other when the two systems are linked together.

Cruden is able to modify its simulators for the attractions market to exact specifications, supplying open or closed cockpits, fitting car bodywork or mounting actual vehicles into a motion platform. Its software offers a broad 'pick and mix' range of options which include vehicle models, tracks and race cars, and various other upgrades, available throughout the long life of the simulator. In addition to realistic noises, smell and lighting can be added to create the desired ambience.