



Cruden to exhibit at EAS for the first time

Leading simulator company and long time IAAPA Expo exhibitor to debut at the Euro Attractions Show.

Cruden, the world's leading professional motion simulation company, will exhibit in at the Euro Attractions Show (EAS) for the first time, in Paris next month (Porte de Versailles Exhibition Centre; September 18-20, 2013; booth no. 2101). On display will be the Hexathrill Formula Style, a full motion race simulator with a full race car body.

"We've attended EAS for the past couple of years as visitors and decided it's time we added a European presence that confirms to the attractions business, which knows us well from 11 years exhibiting at the IAAPA Expo in Orlando, that we are the global choice for professional simulators and motion-based rides. Many of the attractions development companies are based in Europe and the Paris event will provide an ideal, more intimate environment in which to network and showcase our latest guest experiences," says Frank Kalff, commercial director of Cruden.

Cruden's most visually impressive and commanding Formula Style simulator – a 'real' single-seater race car on an advanced, electromechanical, 6-DOF motion system – has been designed for the needs of the attractions market. Rally, saloon or sports car bodies can also be integrated and liveried to support specific theming and to create the most memorable experiences.

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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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