



Andretti Karting doubles the fun by purchasing a second Cruden race car simulator

The success of the first Cruden Hexatech 3CTR simulator at Andretti Karting sees the entertainment facility add a second for true head-to-head action.

Visitors to Andretti Indoor Karting and Games are now able to experience the thrill generated by a Cruden motorsport simulator twice over, with the Atlanta based complex purchasing a second Hexatech 3CTR. The simulators, renowned throughout the professional motorsport and attractions industries for their realism and accuracy, have been placed facing one another, allowing guests to literally challenge one another head-to-head.

“We were very happy with the popularity and satisfaction experienced by guests in relation to our first 3CTR,” says Samantha LaMagna, marketing & social media manager at Andretti Indoor Karting and Games. “When we learned they could be linked, we wanted another to offer our guests the chance to compete with one another directly. Having seen the competitiveness brought about while karting, we knew our guests would be drawn to a new opportunity to claim bragging rights.

“The dual simulator set up is being offered as a head-to-head challenge package with special pricing to guests and as a team-building experience alongside our other group events,” LaMagna continued. “We’ve also put in place a deal package with Groupon that features the 3CTR challenge. This will not only inform visitors about the new attraction, but hopefully tempt them to come and try it out too.”

Adding to the overall racing experience at Andretti Karting, the simulators give guests the chance to test their skills in either a Formula One or sports cars on international race tracks. The realism offered is second-to-none, with many of the professional drivers based at Andretti Karting appreciating the technology; enjoying the accuracy of the experience created by the six degrees of freedom (6-DOF) motion, surround sound and immersive screens.

LaMagna finished by saying, “The simulators have been placed in the foyer of our building, which means guests are greeted instantly with an atmosphere of exhilaration. Hearing the sounds and sensing the thrills generated by the two 3CTRs is the perfect first impression for those visiting Andretti Karting.”

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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 1, 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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Pictures



The head-to-head challenge setup of the Cruden Hexatech 3CTR motorsport simulator placed in the foyer at Andretti Indoor Karting and Games.

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		<p>Visitor reaction to the thrill of the Cruden Hexatech 3CTR simulator at Andretti Indoor Karting and Games has seen the company add a second simulator in a head-to-head setup.</p>