

Veloce Esports and Motion Simulation join forces for market-leading collaboration

- Veloce Esports to bring incredible Motion Simulation products to new audiences
- Partnership highlighted by launch of all-new 2022 TL3 racing car simulator
- LC Esports simulator to be co-launched by London-based organisation

Veloce Esports has announced a partnership with Motion Simulation, a specialist racing car simulator manufacturer, with renowned pedigree in the advanced simulation world. Both businesses operate from offices in London and each occupy prominent positions in the esports sphere, so a collaboration was a natural fit.

The two influential esports brands have a history of working together. Veloce has been using Motion Simulation's TL3 system for over 3 years as an advanced training tool for real-world racing drivers including W Series Champion and Veloce Extreme E Driver Jamie Chadwick, two-time Formula E champion Jean-Eric Vergne and many more.

This high-profile partnership is celebrated with the launch of an all-new iteration of the flagship TL3 simulator which incorporates many world-leading technologies including Airwave, G Harness and an integrated dashboard display. With three axis of motion, the world's first 200 degree wrap around screen as well as the world's first variable driving position cockpit, the 2022 TL3 sets a new milestone for premium, immersive motion simulation.

Veloce Esports will also be co-launching Motion Simulation's brand-new LC Series simulator. This highly innovative product has been specifically developed for the esports and home use markets being compact, highly portable as well as incorporating many features from the top of the range TL series but at a highly competitive price. The highly anticipated launch of the LC Series will take place in the coming weeks.

Motion Simulation was founded by Jonathan Bell in 2008 with the ultimate goal of delivering market leading, innovative, highly dynamic racing car simulator products. Now, in 2021, they continue to craft the most rewarding simulation experiences possible and have partnered with industry leader Veloce Esports to further integrate into mainstream esports.

New, exciting product lines are on the horizon for Motion Simulation, with lower cost units making use of technology and components from their pro specification counterparts. Veloce will subsequently promote to its immense viewership and assist in sales of the products.

Rupert Svendsen-Cook, CEO, Veloce Esports commented:

"Motion Simulation are industry leaders, and true innovators; they make outstanding simulator products that we believe set the benchmark in this sector. Their products have to be seen to be believed and the experience is so immersive, you'd think you were right there in the driver's seat.

"Veloce are always pushing forward, always looking for the next way to up our game and a collaboration like this seems like the perfect way to do that. We'll be utilising our ever-expanding eco-system to bring these products to fans who might not have seen them before!"

Jonathan Bell, Founder/CEO, Motion Simulation added:

"We're really excited to be working with a leader in competitive esports and entertaining online content. Having worked with Veloce over the last few years, we have remained very impressed with Veloce's growth aspirations and can see many synergies for us to build on together including Esports and the evolution of our

products world-wide for the simulation and Simulation Room sectors. We can't wait to see what we can achieve together.

"Veloce's numbers speak for themselves so we thought who better to help bring our amazing simulators to fresh new audiences."

Notes to Editors

About Veloce

Veloce is a London-based organisation that focuses on disruptive areas of the sports and entertainment industries – specifically, esports and sustainable, EV motorsport. The brand comprises established professional gaming organisation, Veloce Esports and Extreme E outfit, Veloce Racing with both teams falling under the overarching Veloce umbrella. As a whole, the business occupies the fastest-growing sectors in motorsport.

Veloce Esports is the world's leading esports and racing growth platform focused on innovation within the gaming, sport, media and entertainment sectors; comprising high-profile drivers, influencers and teams from across the globe. Among them are the official Mercedes F1, McLaren Racing, Alfa Romeo, Sauber and YAS VERTX esports programmes as well as YouTube sensations Tiametmarduk, Aarava, Xpertgamingtech and Lando Norris' Quadrant channel to name but a few. The organisation's digital broadcast network, across its various channels, generates in excess of 215 million views per month.

Veloce Racing was born from Extreme E's vision of sustainability-focussed, content-rich and gender-equal sport. The team's remarkable leadership line-up is spearheaded by legendary Formula 1 designer Adrian Newey and Formula E Champion and ex-Formula 1 driver Jean-Éric Vergne. They are joined by a host of other industry entrepreneurs and innovators who are eagerly awaiting the start of the inaugural 2021 season. Extreme E is an innovative new motorsport championship that sees electric SUVs going head-to-head in areas of the world that have been damaged by climate change or environmental issues.

To learn more, please visit: veloce.gg

About Motion Simulation

Motion Simulation is world leader in innovative racing car simulation product development and design with over 12 year's experience in the professional and commercial simulation markets.

Through the TL3 simulator, Motion Simulation developed and launched the World's First portable 200-degree spherical screen and the World's First variable driving position cockpit. For 2021, the company will be launching new products specifically focused on the growing Esports and Home use markets

Jonathan Bell, Motion Simulation's founder has owned and run some of the world's best racing cars and has extensive experience of how a car feels on the limit of traction, so critical in maximising performance. Motion Simulation worked in partnership with a world championship Formula 1 team and a leading university in simulation to define the optimum product and performance requirements.

All products are designed and manufactured in the United Kingdom ensuring the highest quality and reliability tested over years of development with over 50,000 test drives to date and sales around the world.

To learn more, please visit: www.motionsimulation.com and www.motionsimulationroom.com

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