



BASE PERFORMANCE
SIMULATORS

BASE PERFORMANCE SIMULATORS LTD & DRIVEN INTERNATIONAL JOIN FORCES TO SUPPORT MOTORSPORT THEMED DEVELOPMENT PROJECTS ACROSS THE GLOBE



Having worked together on various projects over recent years 2024 sees BPS and Driven officially become partners...

As the official simulator partner to Driven, BPS will support Driven in two main ways;

1. During the track concept stage of projects BPS will offer a base to the Driven team to test and develop track curation.
2. Customer support - As development projects go under construction customers will have the opportunity to purchase BPS simulators directly from Driven allowing them the chance to showcase their new track before the tarmac has even been poured.

"After years of working on projects with Ben and the team at Driven it is great to be able to formalize this partnership and help support Driven as they continue to expand." - James Guess, Managing Director at BPS

"Our partnership means Driven can make use of BPS' high-end simulators for refining our track designs, as well as offering our clients access to their range of products, benefitting from direct access to their team to make well-informed decisions when setting up their own simulator setups." - Ben Willshire, Founder & MD at Driven International

FOR MORE INFORMATION PLEASE
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EDITOR'S NOTES:

About Driven

Driven International push the boundaries of creativity and use of technology, bringing a fresh thinking approach to the design of unique and sustainable venues.

Our team is comprised of passionate, experienced and qualified design directors, architects, engineers and technicians, based in our design studio in the United Kingdom.

Our team work collaboratively during all stages of a project and across a range of types of track, whether it be specialist proving grounds for manufacturers, international race tracks for competition, or private club road courses designed for pure driving pleasure.

Driven has grown to become a multi-disciplinary design practice who have delivered projects worldwide, providing a range of services and expertise to our clients, from feasibility planning and concept design to detailed engineering and construction support.

About BPS

Base Performance Simulators (BPS) was founded by three-times Le Mans winner and Aston Martin's longest-serving works driver Darren Turner in 2009 at the beginning of the digital driving revolution.

As Formula 1 teams turned to simulation to enhance their performance, Turner saw an opening in the marketplace to create a state-of-the-art centre with multiple hyper realistic hydraulic simulators for racing drivers to sharpen their skills to prepare them properly for real-world single-seater and GT machinery.

Based in Banbury, not far from Silverstone, the home of British motorsport, BPS has grown into a dynamic business seen as a vital part of a world-class drivers' training palette and its customer base includes champions at every level of world motorsport.

In recent years, BPS has expanded its operations to harness the explosion in Esports and home-simulator technology, bringing all of its in-house knowledge to bear to develop a range of market-leading simulators that tap into various levels of the industry, such as the Blade and the Phoenix.

To this day, BPS remains an essential development tool for drivers from aspiring stars to professional champions, and its reach continues to grow year-on-year.