

New digital showroom experience.



The aSR Driving Simulator

Virtual driving experience.

The showroom element of the future: the aSR Driving Simulator.

Virtual test drives. Real driving pleasure.

The aSR Driving Simulator is a compact driving simulator for a virtual driving experience in the digital showroom of tomorrow.

With its wide range of applications, the aSR Driving Simulator offers added value for your showroom.

Experience driving scenarios during vehicle configuration



- ✓ Explain driver assistance systems to your customers
- ✓ Compare critical driving situations with and without driver assistance systems
- ✓ Upsell vehicle special equipment during configuration
- ✓ Show the difference between various vehicle models

Digital attraction in the showroom



- ✓ Entertain young and old customers during the stay
- ✓ Organise racing events for your customers

Execute virtual test drives



- ✓ Present functions that are not included in the demonstration vehicle
- ✓ Introduce vehicle functions in a relaxed and safe manner
- ✓ Perform safety tests in predefined scenarios

Features of the aSR Driving Simulator



Split the simulator for easy transport and reposition it by using the roller system.

Motion platform for simulation of driving dynamics.



Provide different vehicle ergonomics from sports car to SUV by adjusting steering and seating position.



Realistic perception of the occurring braking forces with a belt tensioner

Haptic torque feedback steering wheel

Plug-and-play system

Integrate your brand-specific hardware (available on request)

Triple or single screen, VR glasses

The aSR Driving Simulator.

At a glance.



Unique customer experience



Display model-specific seating position



Experience driver assistance systems in the showroom



Virtual test drives in a safe environment

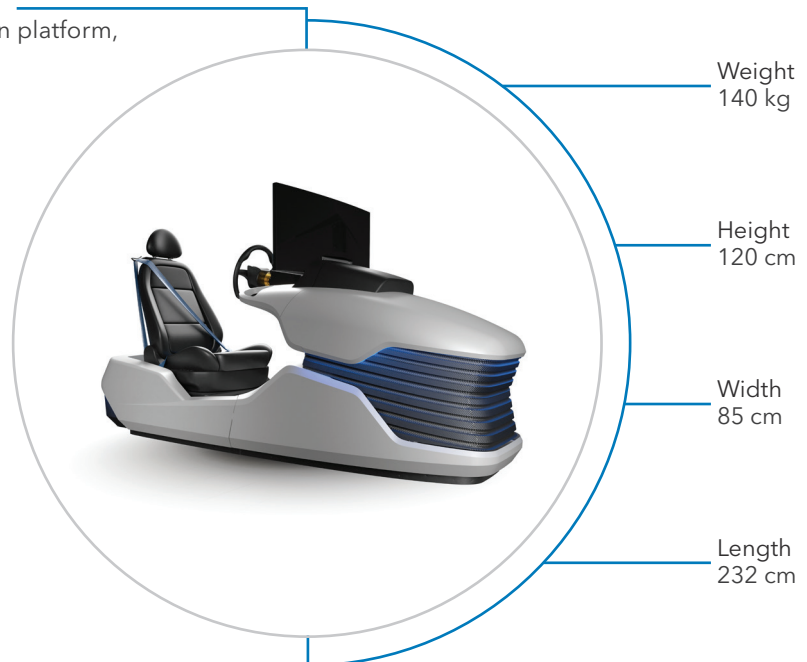


Display original vehicle functions*

*If already integrated by R&D department.

Simulator dimensions

with single screen, without motion platform,
without ergonomic adjustment



GET IN TOUCH!



+49 (0) 711 50 47 06 81
contact@asr-simulator.com
www.asr-simulator.com

aSR advanced Simulated Reality GmbH
Lautenschlagerstrasse 16
70173 Stuttgart
Germany