

simdrive, a Members-Only Driving Lab, Celebrates Its 2nd Anniversary ~ Overseas Expansion Begins with the Opening of “simdrive DUBAI” in Dubai Hills ~



simdrive, a members-only driving lab operated by HF GROUP Inc. (Head Office: Minato-ku, Tokyo; CEO: Tomonobu Fujii), will open its first international location, “simdrive DUBAI,” in April 2025. The new facility will be located in Dubai Hills, a rapidly growing and prestigious residential area in Dubai.

Leveraging years of experience in various motorsport-related ventures—including participation in international racing events such as the FIA World Endurance Championship and the 24 Hours of Le Mans, as well as team management—HF GROUP has created simdrive as a world-class, high-precision driving lab for members. The opening of simdrive DUBAI marks a significant step in expanding this premier experience globally.

simdrive Achieves Remarkable Results:

8 Annual Championship Titles and 193 Trophies Earned by Members Over Two Years

Since opening in April 2023 in Higashi-Azabu, Minato-ku, Tokyo, simdrive has served as a training facility for those looking to begin circuit driving and for gentleman drivers aiming to take on the challenge of racing. The facility has been widely used by a growing number of members.

In addition to private use by individual members, simdrive has also been frequently reserved by automotive manufacturers and international racing teams. To date, over 350 individuals have utilized the facility. simdrive has supported a wide range of drivers—from those competing in top-level international events such as the FIA World Endurance Championship (WEC), the 24 Hours of Le Mans, ELMS, and the GT World Challenge, to beginner drivers making their debut in one-make series such as the Ferrari Challenge and Porsche Cup.

Over the past two years, simdrive members have achieved notable success, securing a total of eight annual championship titles in domestic and international series and collecting an impressive total of 193 podium trophies. These accomplishments highlight simdrive’s ongoing contribution to driver development and motorsport excellence.



simdrive DUBAI – A New Hub Set to Transform the Motorsport Scene in Asia and the Middle East

The newly established simdrive DUBAI will begin a pre-opening phase, including test operations, starting in January 2025, with its official grand opening scheduled for April 2025.

The facility will feature a carbon monocoque formula car cockpit built to FIA-approved specifications and will be equipped with the same state-of-the-art simulation systems as simdrive TOKYO. Additionally, it will include a large LED screen, live telemetry systems, and an environment fully equipped to provide comprehensive engineering support. As a world-class simulation facility, simdrive DUBAI will also accommodate exclusive bookings by international racing teams visiting major circuits in the region, such as the Dubai Autodrome and Abu Dhabi's Yas Marina Circuit.

Leveraging proprietary cloud-based technology, simdrive DUBAI enables real-time remote support from Japan and the UK, with latency under one second. This allows for seamless engineering assistance and driving instruction across borders, delivering next-generation digital solutions for the motorsport industry.



Facility Overview

Facility Name: simdrive DUBAI

Location: Dubai Hills, UAE

(Note: As this is a members-only facility, the exact address is not disclosed.)

Pre-Opening Period: From January 2025

Grand Opening: April 2025

Usage Format: Member use or private booking for visitors

Membership Fee: Not disclosed

(Note: The first round of membership recruitment has reached capacity. Details regarding the second round will be announced at a later date.)

Usage Fee: Member rate / 1,300 AED per hour

Operating Company

Company Name: HF GROUP Inc.

Head Office: 8F ACN Higashi-Azabu Building, 1-12-5 Higashi-Azabu, Minato-ku, Tokyo, Japan

CEO: Tomonobu Fujii

Business Activities: Motorsport-related business, operation of members-only driving labs

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