



Maastricht, September 15, 2022.

Starting at the Sim Formula Europe 2022 on-line finals event, [Nextview](#) and [Sim Formula Europe](#) have signed a three year partnership to promote all upcoming Sim Formula events.

Nextview is making a name for themselves as [the Burst Esports partner](#), and this new partnership with Sim Formula Europe is the next step. With offices in Amsterdam and Eindhoven as well as a new one to be opened soon in Frankfurt, Nextview have integrated racing simulators into their Design Thinking Centers.

Sim Formula Europe, broadcast live later this month on September 23rd at 18:30 CEST, sees some of the very best drivers from Europe competing in [rFactor 2](#) for glory and prizes. The event is broadcast professionally both on-line and on linear TV. Dutch audiences can follow the action on [L1 television](#) in a one hour live show featuring René Hoogterp, known as a commentator covering events like the 24h of Le Mans and the Formula E and INDYCAR series. International audiences can [follow the action on Youtube](#) where well known esports caster Rene Buttler will cover all the races in English.

On the 12th to 15th of January, 2023, Sim Formula Europe will be held again in the MECC in Maastricht, co-located with [the InterClassics car show](#). Here you can try out a lot of different sim racing hardware from various vendors, meet up with friends in the community, watch the esports finals and attend several seminars. As an added bonus there are a great number of cars on display on the InterClassics showfloor!

*"You can compare Nextview to a Formula 1 team that is accelerating and growing fast. The world of esports is expanding rapidly and for us this is the right moment to partner with one of the leading sim racing events in the world. As Salesforce recently joined the F1 as sustainability partner, sim racing is the logical step for Nextview as a certified B-corp."*

-- Huub Waterval, CEO and Founder at Nextview

*"It's wonderful that we can announce Nextview as a new partner. Behind the scenes we had already done a few activations together but the biggest one can be announced now. Apart from being particularly proud to have Nextview as a partner, the scope is much bigger. As an independent Salesforce consultancy bureau they directly contribute to the acceleration that Sim Formula Europe has just started. The collaboration will be even more visible during the on-site event in January. As a car, race and simrace enthusiast, that is an event you do not want to miss!"*

-- Diana Langen, CEO at Sim Formula

