

Mexican Tec graduate creates simulators for Formula 1



San Luis Potosí **Tec graduate Ramiro Fidalgo** is CEO and Founder of [APEX](#), the oldest simulation and training company in Mexico.

At **APEX**, they develop simulators for training transport and logistics drivers.

They've collaborated with **Formula 1 at the Mexican Grand Prix** and companies such as **Coca-Cola FEMSA, Danone, and PEMEX**.

"My father took me to races from an early age. Since then, I've been in love with car racing," said Ramiro.

The **Business Creation and Development** graduate from the [Tec's San Luis campus](#) developed his first simulator in his 3rd year of high school, inspired by a racing car.

"I got taken to races from an early age, which gave me a passion for the world of car racing."



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Follow your passion

Ramiro is an example of following his passion. From an early age, he was so passionate about the world of racing that he became a professional driver.

Fidalgo, who hails from San Luis Potosí, was a professional driver for **NASCAR Mexico Stock V6**, where he was proclaimed **champion** in **2014**, racing for the **Roshfrans Racing Team**.

“Having been a racer really helped me to be able to convey that knowledge within the simulators, so as to create a more realistic experience when driving,” Ramiro said.

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Never stop innovating

In its early days, **APEX** only produced race car simulators. Today, it has an extensive catalog of simulators, which shows that they've never stopped innovating.

According to Fidalgo, the most popular simulator is the one for heavy transport (trailers), which has been purchased by companies such as **Coca-Cola FEMSA, Danone, and PEMEX** in order to train their drivers on this type of transport.

A year ago, **APEX** launched its forklift simulator, which was sold to the **Nissan** plant in **Aguascalientes** in order to train all their forklift operators

“Where there’s a need for training, there’s a need for simulation.

“Where there’s a need for training, there’s a need for simulation, because simulation helps you train better. That’s why it’s a business that never stops reinventing itself,” said Ramiro



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Mexican Grand Prix

In **2015**, **APEX** became the official supplier of simulators for the **Mexican Grand Prix**, procuring a contract until **2023**.

Ramiro said that in the weeks leading up to the **Mexican Grand Prix**, different brands hold public relations events to promote their sponsorship of **Formula 1**, to which they invite different drivers.

That's how they managed to get key figures such as **Fernando Alonso**, **Valtteri Bottas**, and **Sergio 'Checo' Pérez** to test the **APEX** simulator.



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“A simulator is the closest way a fanatic can get to being a driver.

“A simulator is the closest way a fan can get to being a driver. That’s why we take great care in making the details as realistic as possible, so that they have a great experience,” concluded Ramiro.

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