

HiQ HELP LÄNSFÖRSÄKRINGAR SAVE LIVES

HiQ continue to focus on creating a better world through innovation and technology. We have now created ridesafe.se, a digital platform Länsförsäkringar use to prevent people from using their smartphone behind the wheel.

“HiQ’s knowledge within smart digital services make them a perfect partner for us”, says Justus Alholt, Business Developer at Länsförsäkringar Göteborg and Bohuslän.

A car driver checking e-mails or updating on Facebook have become a major problem in the Swedish road system. Only a couple of seconds of non-attention on the road makes the car travel 22 meters, and the risk of hitting an object or fellow car increases of course for every instant.

“This problem even has a Swedish word, ‘rattsurfing’, and some experts claim it’s just as bad as drunk driving”, says Marie Norrbrink at HiQ.

According to a study 37 percent of the Swedish population is texting while driving, and the number is as high as 56 percent for the age group 18-30 years. Last week the Swedish Transport Administration presented a proposal that would make it illegal to drive while holding a cellphone in your hand, which makes ridesafe.se even more relevant.

“Our idea is to create an interference free area in the car, by stopping all incoming and outgoing messages, mail and notifications whenever the car is in motion”, said Julius Aholt.

“To succeed with changing behaviors, we believe in collaborations and we gladly invite other companies on our journey. HiQ’s knowledge within the smart digital services make them a perfect partner for us.”

The concept is a result of HiQ helping Länsförsäkringar become an innovative and relevant partner that find smart and digital solutions to help their clients.

“I am proud and happy to collaborate with a client like Länsförsäkringar that uses technology to simplify, improve and even save lives”, says Lars Stugemo, President and CEO at HiQ.

For more information, please contact

Justus Alholt, Business Developer, Länsförsäkringar Göteborg och Bohuslän
+46 31-63 16 42, justus.ahlolt@lansforakringar.se

Erik Ridman, Head of Communications, HiQ
+46 70-750 80 60, erik.ridman@hiq.se

HiQ helps to make the world a better place by using technology and communication solutions to make people’s lives simpler and better. We are the perfect partner for everyone eager to achieve results that make a difference in a digital world. Founded in 1995, HiQ currently has 1600 specialists in four countries and is listed on the Nasdaq Stockholm MidCap list. For more information and inspiration, please visit www.hiq.se