

Rally WRC at HiQ Arena

Two special stages at Rally Sweden this week will be held at HiQ Arena in Karlstad, the big arena usually called Färjestadstravet. This is the second consecutive year that HiQ partners up with World Rally Championship. "Innovative solutions make great differences in the pursuit of success, no matter if you drive a rally car or run a business," says Magnus Gens, Business Development Manager at HiQ International.

HiQ has a long history of being digital partner for major sporting events. We have improved the visitor experience at events spanning from Match Cup in Marstrand to the Alpine World Cup in Levi and the Indoor Championships in athletics. This year HiQ has also initiated a long-term cooperation with popular Swedish athlete – and winner of awards Jerringpriset and Bragdguldet – Lisa Nordén and her Team HiQ.

Thanks to the collaboration with Rally Sweden two super special stages will be held at HiQ Arena: The first special stage on Thursday night and also special stage 15 on Saturday.

The digital partnership with the rally also means that HiQ – using technology, creativity, design and communication to simplify for people – has invited some of Sweden's top marketing managers to discuss how digitalisation affects marketing. "Advertising has never had a more important role than now, and there are very strong links between business development and marketing. It will be inspiring to have these discussions in the unique environment of a winter rally", says Erik Ridman, Head of Communications at HiQ.

The programme at HiQ Arena

Thursday 15/2

16.00 HiQ Arena opens

18.15 Autograph signing with the WRC-stars at Totohallen

19.05 Line-up WRC

19.30 Red Bull Show with Daniel Bodin

20.00 Rally Sweden 2018 Grand Opening with HRH Prince Carl Philip.

20.08 SS 1 Karlstad SSS 1 WRC

Saturday 17/2

14.00 HiQ Arena opens. Winter Madness with DJ, food trucks, horseback riding, ski trail and sledding for the kids.

16.30 Crosskart Xtreme

17.00 Sean Banan live on stage and autograph signing

17:45 SS 15 Karlstad SSS 2, WRC

18.50 Sean Banan live on stage

19.00 Red Bull Show

For more information, please contact:

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

Magnus Gens, Business Development Manager HiQ, tel. +46 70 420 01 47, e-mail: magnus.gens@hiq.se

HiQ helps to make the world a better place by making people's lives simpler through technology and communication. We are the perfect partner for everyone eager to achieve results that make a difference in a digitalised world. Founded in 1995, HiQ has more than 1,600 specialists in six countries and is listed on the Nasdaq Stockholm Mid Cap. For more information and inspiration, please visit www.hiq.se.