

## Yamaha Motor Europe chooses HiQ for the development of MyRide app

HiQ is helping Yamaha Motor Europe develop and launch MyRide, an app that enhances the motorcycle riding experience by allowing users to collect and analyse detailed information about their rides.

"This is a great example of how we deliver from concept, design and development through to communication around our solutions," says Patrik Sahlsten, Vice President & Business Development Director at HiQ Gothenburg.

MyRide works with all motorcycles – not just Yamahas – and helps the user analyse detailed information about their tours. It covers everything from speed, braking power and tilt angles to routes and elevation differences. Users can save this data in their own accounts, and compare the different tours and motorcycles they've ridden. Or, they can share data from their rides on social media and with other MyRide users.

"This is simply an awesome project. We use smart technology so you can get even more out of your ride, and the data that's collected will help you improve your driving techniques. This way, we give the everyday rider the same capabilities for analysis and development that the pros have on the racetrack," says Maria Ågren, Project Manager at HiQ.

Development of the concept and design is a joint effort between Yamaha Motor Europe and HiQ. HiQ's task was twofold. One part involved developing the apps and system solution and integrating them with the back-end systems. The other was developing a launch promotion consisting of concepts, a video, displays and promotional material. The project is an example of collaboration in which HiQ delivers an end-to-end solution that encompasses strategy, concept, development and communication.

"We selected HiQ because they are a trustable partner who can help us build this amazing app, relevant for all motorcycle enthusiasts. The commitment and the level of enthusiasm that we have encountered with HiQ's team is remarkable. This helps us deliver our promise to our customers; surpass their expectations in all touchpoints," says Antoni Orpinell, Department Manager Digital Marketing & CRM at Yamaha Motor Europe.

"Our collaboration with Yamaha Motor Europe shows how we combine our knowledge of the business, technology and people with our ability to manage communications around launches," says Sahlsten.

MyRide is free and available for both Apple and Android devices.

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*HiQ helps to make the world a better place by making people's lives simpler through technology, design and communication. We are the perfect partner for everyone eager to achieve results that make a difference in a digital world. Founded in 1995, HiQ has over 1,600 specialists in four countries and is listed on the Nasdaq Stockholm Mid Cap list. For more information and inspiration, please visit [www.hiq.se](http://www.hiq.se)*