

HiQ becomes digital partner of Swedish Automobile Sports Federation

HiQ is initiating a collaboration with Svenska Bilspportförbundet, the Swedish Automobile Sports Federation. HiQ will support the federation in its efforts to develop digital solutions, systems and services that improve and simplify life for motorsport enthusiasts throughout Sweden.

“Being involved with motorsport is a perfect fit for us. It’s a form of competition that can use innovative solutions to make a big difference. We have had several collaborative projects over the years, and the drivers, teams and the entire sport have also helped us evolve as a company,” says Erik Ridman, Head of Communications at HiQ.

The Swedish Automobile Sports Federation represents most of Swedish motor racing, from national and international competitions such as rally, rallycross, racing, drag racing and drifting to e-sports and folk racing. Globally, motorsport is a mega industry that engages more than 80 million people in 145 countries. In Sweden, more than a million people – from north to south – are interested in motor racing.

For the federation, partnering with HiQ provides them with a strong skillset for collaboration that helps them meet their needs in the digitalised world we live in.

“We have been lagging behind in the developments that are taking place right now. Swedish motor racing must embrace the next generation of digital solutions, and we really need to become more commercialised. If we’re going to be able to meet the challenges we’re facing, like recruitment and better communication with our members, we need the helping hand of professionals in this area. I’m glad that we now have a partnership with HiQ, and I look forward to getting started with the first project,” says Anna Nordkvist, CEO of the Swedish Automobile Sports Federation.

HiQ brings broad expertise and a long record of accomplishment in digital services and platforms to the partnership – even within the world of competitive sport and athletics. As a digital partner for events such as the Match Cup in Marstrand, Rally Sweden, the Alpine World Cup in Levi, and the European Athletics Indoor Championships, HiQ has taken the experience for participants, audiences and media to a new level.

“At HiQ, we are passionate about technology development with the aim of simplifying and improving people’s lives, thereby creating a more sustainable and more enjoyable world. Improving the interaction and the experience for the audience and motorsport enthusiasts in Sweden, which includes some of the world’s best teams in rally, racing and rallycross, is a challenge that is a perfect match for us,” says Lars Stugemo, President and CEO of HiQ.

For more information, please contact:

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

Anna Nordkvist, CEO, Svenska Bilspportförbundet, tel: +46 72-060 70 60, e-post: anna.nordkvist@sbf.se