

HiQ partners with new WRC star Pontus Tidemand

Rally Sweden 2019 will start with only one Swedish driver in the highest World Rally Championship (WRC) class. Pontus Tidemand is aiming high in his new Ford Fiesta WRC for the British team M-Sport – and he is doing it with his new partner, HiQ.

“This is definitely the competition you wait for the whole year and it’s a childhood dream that comes true every time I’m at the starting line. And now it’s extra fun to do it together with HiQ,” says Tidemand.

HiQ has a long history of working with the country’s most prominent racing and rally drivers. HiQ has previously helped STCC drivers like Jan “Flash” Nilsson, Richard Göransson and Carl Philip Bernadotte to achieve success and is currently supporting Finnish rally driver Emil Lindholm, GP2 driver Niko Kari and WRC star Pontus Tidemand.

“Working with a top-level athlete today is so much more than just a logotype on some clothing. It’s about both helping Pontus get to the starting line and helping him grow his brand. And we contribute expertise and business value from day one,” says Erik Ridman, Head of Communications at HiQ.

Rally Sweden is one of a series of 14 races in the WRC and the only real winter rally. It is Sweden’s largest annual event with about 200,000 spectators over four days and nearly 100 million TV viewers around the world.

“I’m feeling really good about the race. I’m starting to feel in sync with the car and already feel at home on the team. And that I’m getting the opportunity to do this in the hottest car I’ve ever driven, knowing that the amazing home crowd is cheering me on – that makes it extra special this year,” says Tidemand.

Rally Sweden starts 14 February.

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