

HiQ MAIN PARTNER TO THE STAFETTVARVET RACE

For the past six years HiQ has been an official supplier to the Göteborgsvarvet half-marathon. Now the collaboration intensifies as HiQ becomes the main partner to Stafettvarvet and creates new digital tools to increase the runners experience.

“We’re passionate at HiQ about making things simpler and better – and we’re experts at using digital solutions to create commercial benefits for our customers. In addition, many of us like running. So we feel that moving up a gear in terms of our collaboration with the Stafettvarvet relay race is definitely the right thing to do,” says Jerker Lindstén, Managing Director of HiQ in Gothenburg.

Göteborgsvarvet is second only to the New York Marathon among the world’s biggest road running races. In 2016 it attracted no less than 64,500 runners and over the years the portfolio of races under the Göteborgsvarvet umbrella has gradually grown. For this year’s relay race HiQ has developed a solution for mobile platforms that simplifies for competitors and spectators alike. Competitors will have access to information about their surroundings and their performance. Spectators will be able to follow their favourite team, with details of results and times for each leg posted on their mobile device.

“We are delighted that HiQ has chosen to become involved in this way in the relay race. This new partnership promises to make the experience even more special for both onlookers and participants,” says Bo Edsberger, Director of the Göteborgsvarvet races.

“We have experience from a number of high-profile events such as the Swedish Rally, the European Athletics Championships and the Match Cup Sweden sailing event in Marstrand. We savour the challenge of making things simpler and better at events that attract large numbers of competitors and lots of spectators, some on site, others following the events on digital media,” says Lars Stugemo, President and CEO of HiQ.

The fifth edition of the Stafettvarvet race will take place in Slottsskogen Park in Gothenburg, Sweden, on 17 May 2017. Teams in the men’s, women’s and mixed classes comprise five individuals, each of whom runs just under 4 kilometres.

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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 close to 1600 specialists in four countries and is listed on the Nasdaq Stockholm MidCap list. For more information and inspiration, please visit www.hiq.se