

HiQ DEVELOPS MOBILE APPLICATION FOR THE NEW SAAB 9-4X

Recently Saab launched the new Saab 9-4X crossover model, and today Saab fans around the world can experience and be inspired by the new model using a new mobile application. The app lets users get to know the Saab 9-4X, provides access to the latest news from Saab and lets them share the content with friends via social networks.

“Saab is continuing to put its confidence in HiQ to provide its mobile presence, and in a very fruitful partnership with Saab and its communications agency Valentin & Byhr we have produced an exciting tool that allows those interested in Saab to get to know the new vehicle and its special characteristics,” says Jerker Lindstén, Managing Director of HiQ Göteborg.

The first Saab app was released for the launch of the new Saab 9-5. The app has now been developed further, with great emphasis on interactivity with social media through links to the Saab Newsroom and Saab’s YouTube channel. There are also functions for sharing content via e-mail, Facebook and Twitter.

“We see this as a fantastic opportunity to maximise interest in Saab’s products via our updated app. HiQ has been a very valuable partner and we are delighted to be able to present the fruits of our cooperation today. Looking forward, our ambitions in the longer term also include other mobile platforms,” says Johan Grundin, who heads Saab’s interactive marketing department.

“The biggest challenge of the project was taking an individual launch application for the Saab 9-5 and turning this into a general mobile Saab platform for a wide range of models, news and media. We solved this by making the content dynamic and downloadable, and also specifically adapted to the device that the application is being run on (iPhone 3, iPhone 4 or iPad), says PhD Johan Sanneblad, Business Developer at HiQ Göteborg.

“At HiQ, we are seeing greater and greater demand for this type of solution. Our offering – combined with our experience in mobile development and our understanding of digital marketing communications – makes us a perfect match for the current demand from our clients for user-friendly mobile solutions. Saab is an innovative vehicle manufacturer and we are thrilled to be continuing our partnership,” says Jerker Lindstén.

Download the new app here: <http://itunes.apple.com/se/app/saab-9-5/id377641023?mt=8><http://itunes.apple.com/se/artist/saab-automobile-ab/id377641026>

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HiQ is an IT and management consultancy company focusing on high-tech solutions in the fields of communications, software development and simulation technology. The company is a leading player in these fields and the Nordic region is its domestic market. HiQ employs more than 1,000 people at offices in the Nordic region and Eastern Europe. HiQ is listed on the NASDAQ OMX Stockholm Mid Cap. For more information, please visit www.hiq.se