

HIQ SHIFTS UP A GEAR WITH MOTORSPORT STAR RICHARD GÖRANSSON

HiQ has decided to develop its partnership with motorsport star Richard Göransson during the 2012 season, which includes racing in the new TTA series.

Richard Göransson has had another successful year. The racing driver made his debut as a rally driver in the Swedish Rally, achieving a sensational second place in Group N. After a serious crash in the first STCC race of the year he recovered in record time, winning the Göteborg City Race in his comeback. HiQ has supported Richard over the year and is to develop this partnership further in 2012.

“Richard is an incredible competitor who is constantly developing and always wants to improve, which is something we recognise in ourselves at HiQ. In 2012 we will not only support him in the new TTA series, but will also continue to create thrilling activities to share with our clients and employees,” says Peter Häggström, Head of Marketing at HiQ.

Motorsport is a technology-intensive team sport, with IT increasingly playing a part in performance, safety and contacts with fans and the media.

“I’ve always been interested in the latest technology, as you can see from the fact that last winter, people could follow me via live images from my rally car during the Swedish Rally. Thanks to HiQ’s expertise in IT, I hope I can now improve even further in this respect – which will benefit not just me, but also motorsport and everyone who follows me,” says Richard Göransson.

Preparations for 2012 are in full swing. The new TTA series will be very demanding on both the cars and the drivers, as the cars are faster than in competitions such as the STCC.

“Next year will be extra special, with a number of exciting competitions in motor racing. We are really looking forward to supporting Richard as he reaches new heights,” concludes Peter Häggström.

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