



PRESS RELEASE

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HiQ enters collaboration with Flash Engineering

HiQ is entering into a collaboration with Flash Engineering, which is run by the legendary team owner and two-time STCC* champion Jan "Flash" Nilsson. Flash Engineering is one of the most successful racing teams in Scandinavia. The collaboration offers HiQ a new and complementary sponsorship and event platform for 2008. The focus of the initiative is on driver training based on the theme of safe and effective driving – the HiQ Safety Driving School.

"HiQ always chooses collaborative relationships where there is an obvious commercial and values-based connection. Flash Engineering stands for speed, high technology, team spirit and the will to win – important values for HiQ as a company. The new tailor-made collaboration, which is largely based on the theme of safe and effective driving, offers a new way for us to work with events and branding activities. We have great expectations for this collaboration in 2008," says HiQ President and CEO, Lars Stugemo.

As part of the collaboration, the HiQ logo will also be displayed on Flash Engineering's STCC cars. The team is running two cars in the STCC, driven by Richard Göransson and Jan "Flash" Nilsson, as well as a car in the Porsche Carrera Cup.

"It's absolutely brilliant getting HiQ as a new partner. A solid commitment from our partners is important to us, and we really get a sense of that with HiQ. Our obvious aim is to win the STCC, and also to maintain a strong focus on environmental friendliness," says Jan "Flash" Nilsson. "For instance, we launched the first ethanol-powered S2000 BMW in the world in collaboration with BMW Motorsport. Environmental work is extremely important to us, and to the motorsports of the future, and we intend to work hard to do our share," concludes Jan "Flash" Nilsson.

As a specialised IT consultancy company, HiQ also works with leading clients in the automotive industry and in fields such as Infotainment and Active Safety, which dovetails well with the collaboration with Flash Engineering.

*Swedish Touring Car Championship

Find out more about Flash Engineering: www.flashengineering.se

Find out more about the STCC: www.stcc.se

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HiQ is an IT and management consultancy that focuses on high-tech solutions in the fields of communication, software development and simulation. The company is a leader in these fields, and the Nordic region is its domestic market. HiQ employs more than 1,000 employees at offices in the Nordic region and Eastern Europe. HiQ is listed on the Nordic Stock Exchange MidCap list. For more information, please visit www.hiq.se.