

New Saab 9-5 launches with innovative mobile apps created by HiQ

Advance interest in the new Saab 9-5 is at a record high. The most advanced car to date in technical and design terms is being premiered at car showrooms all over Sweden this summer. To help Saab fans find out more about the car and its special qualities, Saab has produced an iPhone and an iPad app that gives users a unique opportunity to experience and be inspired by the new vehicle created in Trollhättan.

“Saab is an innovative carmaker and the time is absolutely right to create this type of user experience. We built the apps in close cooperation with our client and their advertising agency Valentin & Byhr, which has worked very well,” says Jerker Lindstén, Managing Director of HiQ Göteborg. “We envisage greater and greater demand for such solutions in the future. HiQ’s 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. It will be exciting to see what reception the apps now get among Saab customers,” continues Jerker Lindstén.

The apps allow users to do practically everything – from selecting the colour and wheels of the car to viewing it from all angles using the 360° Spin function. They can then save the results or share them with friends. In the application they can also watch the latest video of the new Saab 9-5 and investigate the various technical solutions in the car in more detail.

“We are a forward-looking carmaker aiming to achieve the ultimate in both technology and design. It is therefore entirely natural to us to share an experience that allows those interested to get to know the new Saab 9-5 through these new platforms. Our partnership with HiQ has worked very well and we are very pleased with the end result,” says Johan Grundin, Interactive Marketing Manager at Saab Automobile AB.

Download the app here:

<http://itunes.apple.com/se/app/saab-9-5/id377641023?mt=8>

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HiQ is an IT and management consultancy company focusing on high-tech solutions in the fields of communications and software development. 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 in Eastern Europe. HiQ is listed on Nasdaq OMX Nordic Exchange Stockholm MidCap. For more information, please visit www.hiq.se.