

The Challenge of Autonomous Driving Technology PR & Communications

Autonomous vehicles are coming. We have been hearing it and reading about it for the past few years.

The research advisory firm, Gartner, indicated in its 2016 Hype Cycle chart (<http://www.gartner.com/newsroom/id/3412017>) that driverless cars have moved past the "peak of inflated expectations" and are headed for the so-called "trough of disillusionment", as it becomes increasingly evident that mass adoption of driverless vehicles will be at least 10 years away and likely more.



In many ways, autonomous vehicles are already here - in bits and pieces, in the new technologies such as lane-keeping, emergency braking, blind-spot detection and other driver-assist systems that are now found on some higher-end vehicles.

And, of course, self-driving technology is already being tested on test tracks and urban streets across the country and around the world, through demonstration vehicles created by the traditional automakers; technology companies such as Waymo, Apple and Uber; and top-tier automotive suppliers such as Delphi, Bosch and ZF.

What's the hold-up? Read more here: <http://bit.ly/2wosGYA>

Seven Tips for Pitching Stories in the New Media Age

Media pitching is harder than ever. There's more competition. Fewer reporters. Less time. In the new media age, you only have a few seconds to get the reporter's attention.

Knowing how to effectively pitch your ideas to the media is still one of the most important skills to have because it can help make a real impact. Regardless of the medium, media folks are looking for the right kind of content. Content is still key!



Here are seven tips to remember when pitching media: <http://bit.ly/2vM9nvk>

Client Congrats!

Congratulations to...

... [Yanfeng Automotive Interiors](#) for the grand opening of its new Southeast Michigan headquarters in Novi.

... [Cooper Standard](#) for the opening of its new Global Technology Center in Livonia, Mich.

... [KIRCO](#) for being named one of Metropolitan Detroit's 2017 Best and Brightest Companies to Work For®.

...Jennifer Johnson, who was recently appointed director of [Toptal's](#) newly launched Automotive Mobility Practice.

CHECK OUT OUR LATEST "MEET THE MEDIA" PROFILES

Have you seen the latest "Meet the Media" features on our blog? Twice each month, we profile a key journalist that covers our clientele. Here are some of the latest posts:

- [Bill Koenig, *Advanced Manufacturing Media / Manufacturing Engineering*](#)
- [Scott Budman, *San Francisco Bay Area NBC News*](#)
- [James Amend, *WardsAuto*](#)
- [Sam Abuelsamid, *Forbes, Automotive Engineering & Navigant Research*](#)
- [Katie Burke, *Automotive News*](#)



25 FUN FACTS FOR BPR'S 25TH ANNIVERSARY

In celebrating Bianchi PR's 25th anniversary, we shared 25 fun facts about us. Check out a recap of them here: <http://bit.ly/2kqzByl>.



OUR PRGN TEAMMATE IN NORTH CAROLINA

S&A Communications

Here's S&A Communications' story in our partner's own words:



Celebrating 35 years in business in 2017, [S&A Communications](#) often jokes that we are a "young" 30-something. In reality, nothing could be more accurate. While we are the longest continuously operating integrated marketing firm in our market, we would not have enjoyed the success we have without evolving (and in some cases, reinventing ourselves) along the way.

Our integrated communications agency grew from deep-seated PR roots and evolved into a team of strategic marketing professionals whose goal is to help our clients outthink, outwork and outperform their competition.

From PR and marketing to creative and digital, we service clients throughout North America. Our team of 40 professionals, based in the Research Triangle Region of North Carolina, is large enough to service major corporations but nimble enough to work with small to mid-sized businesses as well. While we work with many industries, our main competencies are financial and professional services, automotive, economic development and municipal entities, higher education and nonprofit.

You've probably heard the term "full-service marketing communications agency" before. So just what does that mean?

To us, it means that our recommendations will always be made with conviction and purpose. They will be custom to your individual business. And most importantly, they will be made with an eye toward our core mission: to build your brand with sound marketing strategy, delivered to the



Owner and Principal Chuck Norman
move your business forward.

right audience, at the right time and via the right media and tactics, all with the goal of making a real impact on your business.

Our most effective relationships begin with research and planning. Before we can arrive at a strategy, we'll get to work quickly and get to know you, your business, your customers, your competitors, your employees and your influencers.

This is not a lengthy process, but it's an intensive process that works best when all levels of your organization are involved. And it will arm us with the insight and knowledge to make recommendations that will

For more information on how you can tap the automotive remarketing or local expertise of S&A Communications - or any of our nearly 50 PRGN partners around the world - contact Jim Bianchi at jbianchi@bianchipr.com or 248.269.1122. And to see how PRGN has the world covered, visit: <https://www.prgn.com/agency-directory/>.



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