

Should Auto Suppliers Exhibit at CES?



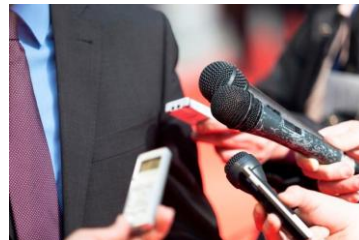
CES - formerly known as the Consumer Electronics Show - seems to have become somewhat of an auto show, as in recent years **automakers and top automotive suppliers** have jumped on the tech bandwagon in Las Vegas to show off their most **forward-thinking concepts**.

Numerous top tier automotive OEM suppliers - from Bosch to ZF, from Delphi to Visteon, and from Continental to Magna - **flock to participate in CES** in early January. But several PR and marketing directors we've talked with recently have expressed curiosity about CES - **and what the pros and cons of exhibiting there are**.

To read more, visit: <http://bit.ly/2nkgPsf>.

The Sneaky Seven: How to Avoid Media Interview Pitfalls

Many executives have **stumbled in media interviews** because they ran into **unexpected questions** or techniques commonly used by some journalists to help extract information or juicy quotes from tight-lipped or cautious executives.



Based on our experiences, most journalists don't use sneaky tactics, but should you meet one of the few that do, here are **some of the techniques that can trip you up ... and our advice for each situation**: <http://bit.ly/2n7xaBN>.

Client Congrats!

Congratulations to...



... **Schaeffler** for being honored for its next generation automotive innovations and winning two *Automotive News* PACE Awards for its mechatronic active roll control and automotive transmission one-way clutch assembly. Read more: <http://www.schaeffler.us>.

... **Adient**, the campaign's platinum sponsor, for kicking off Detroit's Motor City Makeover along with Mayor Mike Duggan and other community partners. The theme for this year's efforts is "Motor City Makeover 365," which emphasizes the City's plan to promote and encourage cleaning, beautification and additional board ups of vacant houses throughout the year. Learn more: www.motorcitymakeover.org.



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:

- [Chester Dawson, Senior Reporter at *The Wall Street Journal* Detroit Bureau](#)
- [Krista McNamara, Content Channel Director at ABRN and *Motor Age*](#)
- [Robert Schoenberger, Editor at *Today's Motor Vehicles*](#)
- [Rod Meloni, Business Editor at WDIV-TV News \(NBC Detroit\)](#)



TOP 25 COUNTDOWN: BPR's TOP PR PROJECTS

Bianchi PR salutes some of its coolest clients and projects as we commemorate our 25th year in business in our Top 25 PR Project posts. Check out the five latest behind-the-scene stories:

- [#13 Yanfeng Automotive Interiors West Coast Media Event \(2016\)](#)
- [#14 Securing Rock\(et\) Star Speakers for AIAG's Annual Conference \(1995-2002\)](#)
- [#15 Center for Automotive Research's Changing of the Guard at MBS \(2011-2012\)](#)
- [#16 Johnson Controls at the North American International Auto Show \(1998-2016\)](#)
- [#17 Autonomous Driving News Conference at CES \(2017\)](#)

OUR PRGN TEAMMATE IN TORONTO

Media Profile

Here's Media Profile's story in the partners' own words:



For more than three decades, [Media Profile](#) has applied our unique culture and approach - a bit scrappy, highly creative, tailored and people-first - to define the way we do PR.

Our core team of 40 people in Toronto is supplemented with strong, longstanding affiliates in Vancouver, Montreal and Halifax, giving us national reach.

At the core of who we are and how we work is the fact that we're independent and employee-owned. Most Canadian competitors our size are part of multinational organizations, reporting into global head offices with little say about who they work for, what workplace culture looks like or how to reward and motivate employees. We are responsible only to our clients and ourselves, and it makes all the difference.

This difference matters. It lets us partner with clients to be innovative and bold, and it's a big part of why we were awarded Canada's PR Agency of the Year in 2016.

We boast the lowest staff turnover in the industry, and are proud that many of our clients have been with us for a decade or more. Our client roster includes many large U.S. and multinational

brands like Honda, Acura, Google, Sony PlayStation, Starbucks and more. These large companies choose us over multinational PR firms because we focus on Canada, and we know how to help them succeed in our country.

Media Profile is owned by 10 of its most senior staff, with Alison King, David Wills and John Thibodeau as principal shareholders.



John Thibodeau, Alison King & David Wills

For more information on how you can tap the Canadian market contacts and expertise of Media Profile - or any of our nearly 50 PRGN partners around the world - contact Jim Bianchi at jbianchi@bianchipr.com or 248.269.1122.