

MORE THAN



## BIANCHI PeRpectives WINTER 2019

### Self-driving Vehicles, e-Mobility, Spin-offs and Talent Wars Drive the Need for Automotive & Mobility Tech Suppliers to Boost PR

Unprecedented change. That's what the North American auto supply chain faces today. Major trends are turning the world of automotive suppliers upside down and disrupting business:



\* **Autonomous vehicles** - introducing hundreds of new tech companies who are vying for attention in the supply chain and requiring major suppliers to make huge investments and place bets on future technologies and partners;

\* **Electrification** - threatening to dramatically reduce market share for internal combustion engines (ICEs) and shrinking future sales for 75 percent of the top 100 auto suppliers whose portfolios are dependent upon ICEs;

\* **Connected vehicles** - attracting even more new technology players, who speak a different language and operate differently than the auto sector, into the supply chain;

\* **Ride/Vehicle sharing** - creating havoc throughout the supply chain, with the potential to boost vehicle utilization, while perhaps reducing vehicle production volumes significantly;

\* **Talent wars** - as the automotive product mix changes, auto suppliers face even stiffer competition with other suppliers, automakers and tech companies for the right talent - especially software engineers and developers needed to develop the emerging autonomous, electrified and connected systems that could enable future success; and

\* **Investor pressure** - is leading traditional major suppliers to break up into two (or more) entities - one focused on old traditional and mature mechanical components, the other(s) concentrating on future technologies and software.

There is no question, for automotive suppliers, it is not business as usual.

Click here for the full article: <http://bit.ly/2FGJ2ns>

### Top 10 Blogs for North American Mobility Technology and Automotive Suppliers

The problem with automotive blogs is that there are so many, you can't possibly follow them all.

One recent post we found, the "[Top 100 Auto Blogs Every Car Enthusiast Must Read](#)," helped cull the list down a bit, but it's still pretty unmanageable ... and very consumer-focused.

So, for the busy executive who works for an automotive supplier or a new mobility technology provider in North America - and needs a business-to-business perspective - we have whittled the list

down.

Click here for the full article: <https://bit.ly/2UX4Qjt>



IHS Markit

## 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:

- [Pete Bigelow: Technology and Mobility Reporter at Automotive News](#)
- [Hannah Lutz: Finance and Insurance Editor, Retail Reporter at Automotive News](#)
- [Amy Antenora: Editor at Aftermarket News and Managing Editor at Counterpoint Magazine](#)
- [Ben Klayman: Detroit Bureau Chief, Reuters](#)
- [Bryce Evans: VP of Content & Events at 10 Missions Media - FenderBender, Ratchet+Wrench & FIXED](#)



## Our PRGN Teammate in Tokyo, Japan



Our PRGN partner in Japan, Integrate Communications, was established in 1996 in Tokyo by two international and bilingual marketing communications veterans, Ken Abe, managing director (a veteran in promotion, advertising and marketing with several global agencies and consumer product companies), and Judy Kuramata, executive director (a veteran PR executive in luxury and cosmetics sectors and a graduate of the University of California).

While it has grown in size and capabilities since then, Integrate has stayed true to its original mission: helping international brands to connect with consumers and customers in the Japanese market.

Among some of the global companies that Integrate serves through long-term relationships (some 15 years+) are 3M, Omron, Coca-Cola, Edwards Life Science and Hyatt Hotels, assisting these international companies with a keen understanding of local culture, business protocol and media relations practices.

Integrate's team comprises skillful and dynamic marketing communications and PR practitioners who bring a global perspective to client service. They offer a strong core competency in developing and implementing strategic marketing communications campaigns on behalf of clients of all kinds, especially those in the consumer products, hospitality / leisure, food & beverage and business-to-business sectors.

Most of Integrate's staff is bilingual and has solid experience on the

client side, so they understand what clients want and need. The team's strength lies in creative idea generation that reflects current / future consumer behavior and long-established media relationships. Its business style is based on strategic thinking with tactical execution with a sense of urgency, accuracy and perfect client satisfaction.

Among Integrate's services are: corporate communications; creative services; crisis communications and crisis management; digital marketing; employee relations; events; influencer marketing; media and presentation training; media relations, product and brand launches; public relations; and social media and marketing.

As a partner agency in PRGN, Integrate recently worked with Bianchi PR to support its client, U.S. based global automotive supplier Cooper Standard, for the grand opening of its Japan HQ and Engineering Center in Yokohama, Japan. Showing the true power of PRGN, Integrate turned out all 23 of its key target media - despite a typhoon - and generated 54 news stories within one week.



Judy Kuramata - Executive Director

For more, visit [www.inegrate-com.co.jp](http://www.inegrate-com.co.jp) or contact Judy Kuramata, executive director at [judyk@integrate-com.co.jp](mailto:judyk@integrate-com.co.jp).

To learn more about tapping the global / local power of PRGN, contact Jim Bianchi at 248-269-1122 or [jbianchi@bianchipr.com](mailto:jbianchi@bianchipr.com)



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