



BIANCHI
PUBLIC
RELATIONS



Helping Companies Gain Share of Mind and Market in the U.S. Automotive Community

We have a passion for helping great companies connect with the right people in the automotive and mobility communities of Detroit and North America.

For more than 25 years, we've worked in the historic city that put the world on wheels. Now, Detroit is reinventing itself as the intersection of tech and automotive.

Detroit 2.0 is the innovation center for new technologies, processes, and R&D for the next generation of autonomous, connected and electrified vehicles. It is here in Detroit where the media that cover the industry congregate... and where mobility's future is being decided today.

If your organization is looking to rise above the competitive fray in the North American automotive market, trust us to help you... as many auto technology suppliers have since 1992.

Brand-building Services Offered:

- PR counsel and planning
- Media relations and press events
- Newswriting and message development
- Media training
- Executive visibility / speaking engagement support
- Content development for online and social media
- PR support for trade shows and conferences
- Media coverage documentation / analysis
- Thought leadership

Bianchi Public Relations, Inc. at a glance:

- Founded in 1992
- Led by accredited 30+year automotive PR veteran Jim Bianchi
- The top independent PR firm headquartered in Metro Detroit per PRWeek rankings
- Specializes in PR and media relations for automotive and mobility suppliers, and the professional service firms that serve them
- Account staff averages more than 20 years of experience with the firm, 3 PRSA-accredited
- Often recommended by top automotive media
- Detroit office for the 50-member worldwide Public Relations Global Network



Current Clients:

- Adient
- Cooper Standard
- Freudenberg Sealing Technologies
- Munro & Associates
- Rolls-Royce Power Systems
- SAE International
- Schaeffler Group
- Yanfeng Automotive
- 1stMILE

Past/project client experience:

- 3M Automotive
- Accuride Corp.
- Automotive Industry Action Group
- BASF Performance Materials
- Bertrandt
- Center for Automotive Research
- DuPont Automotive
- Fruehauf Trailer
- Ibeo Automotive USA
- IBM Automotive
- Johnson Controls Battery
- PPG Auto Coatings
- Pittsburgh Glass Works
- Rockwell/Meritor
- Ricardo
- Snap-on Tools
- Steel Market Development Institute
- TRW Automotive
- Valeo
- Velodyne LiDAR
- ZF

Bianchi PR offers unsurpassed expertise among automotive PR firms, including:

- A deep understanding of the trends and issues surrounding the North American automotive and mobility technology sectors
- Strong relationships with the media that cover the North American auto industry – business and trade media, newspapers, wire services, broadcast media, online media, bloggers, and other influencers.
- Extensive experience with the major events, conferences and venues that offer the right platforms for suppliers to connect with their key audiences
- Success in helping our clients generate millions of media impressions... and more importantly, attract new talent, enhance the company's standing in the community, and win new business

We have supported clients at events such as:

- AutoMobi-D
- Auto Test, Engine & Interiors Expos
- Battery Show
- CAR Management Briefing Seminars
- CES Las Vegas
- National Auto Dealers Association Convention
- North American International Auto Show (Detroit)
- SAE World Congress Experience (WCX)
- SAE Innovations in Mobility Conference
- SEMA / AAPEX
- TU Automotive Detroit – Autonomous Expo
- WardsAuto Interiors & User Experience (UX) Conferences

Our Memberships & Affiliations:

- Automotive Press Association
- Automotive Public Relations Council (OESA/MEMA)
- Detroit Regional Chamber of Commerce
- Marketing & Sales Executives of Detroit
- MICHauto
- Public Relations Society of America
- Society of Automotive Engineers

For Client Testimonials, visit:

<https://www.bianchpr.com/testimonials/>



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Celebrating 25 years as
the World's Local Agency