



Five Things Auto Suppliers and Vehicle Technology Providers Need to Do Now for a Successful CES

Auto suppliers and vehicle technology companies seeking PR opportunities, take note: **CES is back (taking place Jan. 5-8, 2022, with Media Days Jan. 3-4)** and it offers a lot of public relations and market attention opportunities, but you have to act fast.

So what do you need to do NOW to make sure the world's largest business-to-business trade show is a PR success for your company?

Here are our top five things to start doing right now to help make CES 2022 a rousing PR success:

1. Look back at CES 2020: With CES 2021 being an all-virtual show, you'll have to look back to recall how things went at CES 2020 when it was last an in-person event. Looking back, if your company participated, can go a long way to making 2022 even better. Start by gathering your planning team and ask yourselves: what worked; what didn't; what could be done better; what logistical problems did we face; what else can we do; and what should we stop doing?

Read the full article here: <https://bit.ly/2Sy5DeI>



Three Reasons ESG Communications Are Crucial for Automotive & Vehicle Technology Suppliers

ESG (environmental, social, and governance) reporting is rapidly becoming the hottest trend for mobility, automotive and vehicle technology suppliers. We've all seen the headlines ... read the articles ... reviewed the studies ... and spoken to clients about this hot topic.

Interestingly, according to *Forbes*, just a decade ago, ESG investing was viewed as an outlier; something that interested a few select investors. Today, the practice is reshaping wealth management, as well as changing the way consumers are making purchases and the way top talent is choosing their employers.

As a company that focuses on mobility public relations, we wanted to provide the best possible counsel to our vehicle technology supplier clients about this increased interest in how ESG (and the related reporting) could ... and perhaps should ... be incorporated into their PR, stakeholder relations and marketing communications activities.

Our research showed there was scant ESG data and insight specific to the mobility supplier community.

So, we decided to do our own research, and to benchmark and identify best practices for ESG communications by top North American automotive suppliers.

Why? Our initial research showed some compelling reasons:

Read the full article here: <https://bit.ly/3jCsvnR>



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 the latest posts:



- [Jordyn Grzelewski, Autos & Business Reporter at *The Detroit News*](#)
- [Roberto Baldwin, Freelance Automotive & Tech Journalist](#)
- [John Baxter, Freelance Writer](#)
- [Nicole Wakelin, Freelance Automotive Journalist](#)
- [Nathan Bomey, Business Reporter at *USA Today*](#)
- [Philip Nussel, Web Editor at *Automotive News*](#)

Our PRGN Teammate in Brazil

The Brazilian market has long been among the most important in the world for the automotive sector, and now through PRGN, Bianchi PR has a new agency partner there with vast automotive experience.

Even the agency's name comes from the auto sector: Race Communications. With offices in São Paulo, Rio de Janeiro and Goiás, Race has the automotive market and motorsports in its DNA. The firm's executive director, Rogério Artoni, began his career as an automotive journalist and press officer for race drivers, competition teams and car racing categories.



As the agency grew over the years, so did its work with automakers and other companies in the mobility and transportation sector. Among the multinational clients in the agency's portfolio are brands such as Peugeot, Scania Trucks and Porsche.

Building on that experience, the agency continues operating in the automotive area and is achieving great results, mainly through its current clients Allianz Partners, National Association of the Tire Industry (ANIP) and Petronas, the global oil and gas company.

Current PR Activities in the Automotive Industry

Last year, Race strategically supported Allianz Automotive, the leading strategic partner of the automotive industry in the provision of insurance and mobility services, with widespread publicity around increased car battery sales due to social isolation and COVID-19.

With ANIP, Race provides both PR support and internal content, also focusing on the activities of Brazilian-based associates including Pirelli, Bridgestone, Michelin, Goodyear, Continental and Dunlop.

The association also has a strong sustainability focus, which through Reciclanip, a reverse logistics program created in 2019, conducts tire recycling work across the country through partnerships with city halls.

Race developed a strategic communication program through regional action, showing the association's national reach and commitment to the environment. In March, more than 90 vehicles announced the recycling of more than 18 million tires across the country.

Recently, Race produced and distributed media kits for a press conference that was attended by a majority of journalists covering the automotive and sustainability sectors. Within a 3D setting, the virtual press conference showed details of the project that started earlier this year between Petronas and SOS Mata-Atlântica: "Mais que Floresta" This effort, which has an investment of R\$500,000, calls for the planting of 15,000 seedlings in areas chosen by SOS-Mata Atlântica, one of the main environmental preservation NGOs in Brazil.

Also for Petronas, which is the sponsor of the Mercedes Formula 1 team, the agency currently develops internal communications in three languages (Portuguese, English and Spanish), in addition to promoting all the company's work with influencers and journalists. Due to the partnership between the Malaysian brand and the Formula 1 team, the agency is responsible for many of Lewis Hamilton's press activities during the Brazilian stage of the competition.

Race is recognized for excellence in automotive communication in Brazil, which has helped the firm to double in size every two years since 2014. In 2020, when it officially marked its 21st anniversary, Race ranked ninth among boutique agencies in the Brazilian Corporate Communication Yearbook. The company, which has 32 employees in its three offices, offers public relations, digital marketing, internal communication, and media training services.

If you need expert local PR support in Brazil – or 50 other major markets around the world - contact Jim Bianchi at 248-269-1122 or at jbianchi@bianchipr.com.

New BPR Office Location



Last month, after 20 years in our former office at City Center, we began a new chapter at a brand new landing spot, located at: 901 Tower Drive, Suite 420, Troy, Michigan -- about 2 miles north of our previous location -- and near the I-75 Crooks Rd. exit.

