



## CES 2023: The Top 5 Mistakes Mobility Tech & Automotive Suppliers Need to Avoid

After another pandemic-impacted CES in 2022 that upended plans and turned the show into a half-virtual event, the show is primed for a **big in-person comeback in 2023**.

Still holding the title as **the world's most influential technology event**, the potential opportunities for automotive and mobility technology suppliers to make an impact at CES 2023 are better than ever, especially considering the pent-up demand for a return to the in-person experience.

But your success at CES relies on planning smart and avoiding pitfalls that could knock you off track.

To read the full post, visit: <https://bit.ly/3OWCNf7>

### 5 PR Pitfalls When Planning for CES 2023

- #1 Not Realizing You're Already Behind
- #2 Shooting for the Stars Without a Reality Check
- #3 Not Hitting the Books
- #4 Not Acknowledging the Media's Struggle
- #5 Skimping on Media Prep



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## More CES 2023 Tips



[Six Things Vehicle Technology and Mobility Suppliers Should Do Now to Rock PR at CES 2023](#)

[CES 2023: PR Facts That Every Vehicle Technology & Mobility Supplier Should Know](#)

## Re-imagined Detroit Auto Show Offers Auto Suppliers Opportunities to Showcase Their Technologies

Automotive and vehicle technology suppliers: The Detroit auto show is back.

Now officially known as the **North American International Detroit Auto Show (NAIDAS)** – a recent change acknowledging the Motor City in this major show's name – one of the auto industry's premiere events for automakers and suppliers alike will end its almost four-year hiatus this fall.



The reconfigured and revitalized show will feature a blend of hands-on automotive activations, traditional vehicle exhibits and its expanded showcase of automotive innovation and technology, AutoMobili-D.

To read the full post, visit: <https://bit.ly/3MUWmmn>

# Client Congrats!

Congratulations to **Cooper Standard** for receiving a Top Product of the Year Award in the Environment + Energy Leader Awards program for its Fortrex™ lightweight chemistry platform. [Read more here.](#)



## ICYMI: The Latest BPR News

**Vitesco Technologies** – a leading international developer and manufacturer of modern powertrain technologies for sustainable mobility – has selected Bianchi Public Relations, Inc. as its public relations agency of record. Read more: <https://bit.ly/3cgE15D>



## 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 the latest posts:*



- [Jim Park, Freelance Editor at Heavy Duty Trucking & TruckNews](#)
- [Jason Morgan, Content Director for Fleet Equipment](#)
- [Sara Jensen, Technical Editor at Power & Motion](#)
- [Charles Morris, Senior Editor at Charged](#)
- [Robert Schoenberger, Editor-in-Chief at IndustryWeek](#)
- [Chad Kirchner, VP of Content at Wrecked Media Group](#)

## Our PRGN Teammate in Mexico

**Eje Comunicación** is an independent strategic communication and public affairs consultancy firm based in Mexico City, Mexico, with wide-ranging experience in multiple industry sectors, including the automotive and vehicle sector through sustainable mobility initiatives.

Eje Comunicación fuses the most innovative communication tools with elements of public interest to generate maximum value for their clients.

Operating since 2018, the local firm with regional and international reach, is led by Loreley Maldonado as CEO and Giovanna Mejia as COO, both experienced communicators & public relations strategists in the Mexican market for over 20 years.

Loreley is an entrepreneur with a strategic vision, who has worked in the communication sector in Mexico, Colombia and the United States. She has been an advisor to presidents, CEO's and directors of public and private companies. Giovanna is a certified coach and she has advised companies in numerous sectors, including transportation and mining, among others.

Among the main clients in the agency's portfolio are brands such as the Mexican Coca-Cola Industry, Coca-Cola FEMSA Corporate, Coca-Cola FEMSA México, Genomma Lab Internacional, Medix, Grupo IMU, Asofarma, Atomic88 - representative of Alibaba Group in Mexico, Latina Desarrollos Energéticos, CoRe and Cinedot, among others.

The firm's great results have been reflected in recognitions such as the AMCO 2021 Award, in the strategy category, as well as its recent incorporation as the exclusive representative for Mexico of the global network of Public Relations agencies (PRGN), one of the largest associations of independent public relations agencies in the world, with representation in 55 cities in 33 countries.



Eje Comunicación is focused on the idea that communications and public affairs are fundamental and strategic vehicles in achieving business goals, that's why Eje Comunicación is a firm made of a specialized team that manage, promote and protect reputation through a range of initiatives for their clients.

The company, which has more than 15 employees, offers consulting strategies for corporate, financial, digital, brands and consumer communications, as well as *unbranded* and internal communications. Also, the firm is specialized in public affairs, crisis or risk management, leadership, training and executive coaching.

*If you need expert local PR support in Mexico – or 50 other major markets around the world - contact Jim Bianchi at 248-269-1122 or at [jbianchi@bianchipr.com](mailto:jbianchi@bianchipr.com).*

