



Countdown to CES 2023: Top 7 PR Lessons for Mobility and Automotive Suppliers

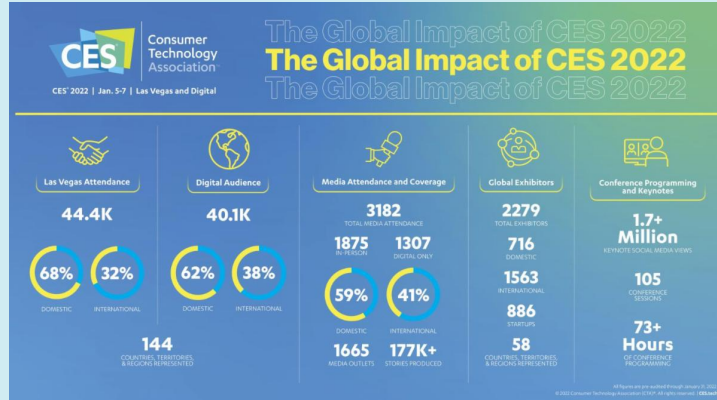
After two years without a full-fledged, in-person CES, automotive suppliers and vehicle technology providers – and their customers – are eager for CES 2023, which is just a few months away.

Even before a trend of diminishing support for some of the major auto shows around the globe, longtime auto journalist and analyst John McElroy called CES the world's best auto show.

And it appears the 2023 version, slated for Jan. 3-8, 2023, in Las Vegas, may maintain that status.

Whether your company is a tech start-up or a global manufacturer, if you're involved in the automotive supplier/mobility technology space and you are participating in CES 2023, here are some of the key trends and takeaways that may help you:

To read the full post, visit: <https://bit.ly/3Sx9ZMm>



More CES 2023 Tips



[5 Key Data Points for CES 2023 PR Planning for Automotive & Mobility Suppliers](#)

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

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

'Tis the Season: 5 Tips to Giving Your Best Speech at the Holiday Party

The jingle of bells, the clinking of glasses, the festive décor ... the cocktail meatballs that you've probably eaten too many of.

It seems we've only just blinked and now the season is upon us once again: the season of the company / office holiday party.

These gatherings, a classic mainstay of the workplace calendar year, can be much more than

an excuse to party on the company tab – they can be a wonderful way to bring colleagues together from all levels of your business.

And by delivering a great speech as you have everyone gathered together, you can help set the tone for the coming year and enthuse your team by making them feel appreciated.

If you're in charge of delivering a speech at your company holiday party and are looking for a boost of inspiration or confidence – don't sweat it. Because we have some tips for you to maximize the moment, here: <http://bit.ly/2KSiz7r>



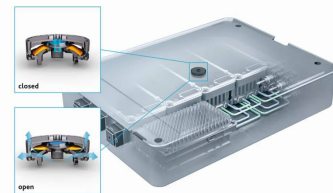
Client Congrats!



AutoSens recently named Continental's HRL131 long-range lidar sensor, built on client **AEye's 4Sight Intelligent Sensing Platform**, the Lidar Development of the Year. AutoSens is the world's leading conference for Advanced Driver Assistance Systems (ADAS), automotive safety systems, and autonomous vehicle technology development.



Adient's **UltraThin seat earned runner up** in the Future of Lightweighting category at the 2022 Altair Enlighten Awards. The UltraThin seat is a new, unique seat construction of thermoplastic elastomer (TPE) panels that offers a high level of comfort and support, creating significant space savings, component consolidation and overall mass reductions.



Freudenberg Sealing Technologies has been named a **2022 Automotive News PACE award finalist** for its DIAvent Highflow pressure equalization element. Freudenberg Sealing Technologies has developed an entire DIAvent family of smart pressure compensation elements which combines pressure equalization and emergency degassing into a single component, making electric vehicles more reliable and economical.

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:



- [Cristina Commendatore, Editor in Chief of FleetOwner](#)

- [Kristen Strakalaitis, Morning Host of First Shift at Automotive News](#)
- [Scotty Reiss, Founder of A Girls Guide to Cars](#)
- [Doug Bolduc, Managing Editor at Automotive News Europe](#)
- [Dennis Scimeca, Technology Editor at IndustryWeek](#)
- [Lauren Fletcher, Executive Editor at Work Truck Magazine](#)

Our PRGN Teammate in Spain



PRGarage is an independent agency that offers PR, event organization and digital marketing services based in Madrid, Spain. With a staff of 50 people, the agency has a strong specialization in sectors such as technology, tourism, health and entertainment, among other sectors.

In addition, it also has extensive experience in the new mobility, transport, logistics and sustainability sectors.

With an experienced and, at the same time, young team, PRGarage places a special focus on proactivity, the quality and depth of the materials and the relationship with journalists. This allows them to achieve impressive, qualitative and differentiating results in the country's main media, both regional and national, specialized or general, including radio and television.



Mario Jiménez, with more than 20 years of experience in journalism and corporate communications, founded PRGarage in 2015, with the vision of doing things differently in the PR agency sector – more creative and, at the same time, results-oriented with a great focus on proactivity, transparency and putting the customer at the center.

In addition, since 2021, PRGarage has been part of the PRGN international network, made up of 53 highly specialized independent agencies that are prominent in their countries of origin, providing services in all regions of EMEA, Asia Pacific, the United States and Latin America, with approximately 1,000 professionals in 62 locations.

Thanks to this approach, the agency has grown exponentially since its inception, doubling its turnover, number of clients and professionals every year.

Among other recognitions, it was chosen in 2021 as the second-best agency in Spain by journalists in Scopen's prestigious PR Scope ranking, being recognized as the agency that makes the most interesting subject proposals, the one that works best on the quality of the materials, the credibility of the content and proactivity.

Likewise, PRGarage appears every year in the ranking of the best PR agencies by El Publicista, one of the most prestigious marketing and communication magazines in Spain.

Some prominent PRGarage clients include Netflix, Google, Orange, realme, Hard Rock Hotels, Sesame Street, HBO, Disney+, WWE, Bungie, Frontier, Bandai Namco, Forbes, Hiscox and Hootsuite.

A new approach to new mobility

The world of mobility and logistics has become strongly impacted in recent years, with more and more regulatory changes and technological innovations. This is transforming the sector and while many opportunities have been generated, there have also been no less challenges to achieve an impact in the media and in society. That is why the specialization, creativity and quality of the topics have become essential to achieve results.

Thanks to its value proposition, PRGarage currently works, among other companies in the sector, with BlaBlaCar, Free Now, Northgate, Bipii, Action, Huboo, Goggo Network, Trainline or Eurotunnel Le Shuttle Freight.

For more information about PRGarage, call +34 91 137 52 98 / or email Mario Jiménez at mario@prgarage.es.

If you need expert local PR support in Spain – or 52 other major markets around the world – contact Jim Bianchi at 248-269-1122 or at jbianchi@bianchipr.com.

