



Automotive Tech Suppliers Abound at CES2023

Make no mistake: **CES (formerly known as the Consumer Electronics Show)** has become the world's greatest auto show.

That's not just our hot take as an automotive PR firm. It's the opinion of many auto-industry savvy people, including:

- Long-time auto industry journalist, analyst and **Autoline host John McElroy** told us: "CES is the best auto show in the world. It's not the largest ... but it's the best. You can see more automotive technology here than anywhere else in the world."
- Transportation venture capitalist and former **executive director of Stanford University's automotive research program Reilly Brennan** said: "After I spent a few days at CES, I can now say it has become the definitive U.S. auto show."
- The headline from long-time **auto tech journalist Tim Stevens'** story in Jalopnik said: "CES Just Became the World's Most Important Auto Show." And later he wrote: "I've been attending CES since 2006. I was there when Ford became the first major manufacturer to debut a production car at CES, rolling out the Focus Electric in 2011. Despite that, I've never walked away from a Vegas show so excited about the automotive future."



To read the full post, visit <https://bit.ly/3kqg2WP>

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:



- [Andrew Schunk, Reporter at Rubber News](#)
- [Chris Clonts, Senior Editor, Automotive & Electronic Technology, SAE Media Group](#)
- [Bob Gritzinger, Editor-in-Chief, Media Sites at WardsAuto & Principal Analyst-Advanced Propulsion at Wards Intelligence](#)

Top 10 PR Blog Posts of 2022

As the end of 2022, we took a look back and our top blog posts for the year. While our blog is focused on the automotive and mobility public relations space, we found a few trending topics in our most popular posts.



This year, the posts that seemed to resonate the most with our visitors revolved around automotive and mobility podcasts, CES 2023, journalists' advice for PR people and tips for finding the best agency fit.

Here are the top 10 most visited blog posts on our site for 2022: <https://bit.ly/3W33cfd>

Top 10 Meet the Media Profiles of 2022

We started our Meet the Media blog series six years ago and since then, we have featured over 140 journalists who cover the automotive, mobility, Detroit and Silicon Valley business beats for a broad collection of national, Detroit, automotive, commercial vehicle, tech and business media outlets.

Here are the 10 most viewed Meet the Media profiles of 2022, based on number of views: <https://bit.ly/3Pe8lyw>



Client Happenings



AEye was onsite at this year's CES. In addition to having its booth, which had 30,000 visitors, AEye's founder and CTO Luis Dussan took part in the Connect2Car Conference "Anatomy of Autonomy," where the status of autonomy was discussed. AEye and PAVE also released a joint Safer Mobility Survey, which shared insights from drivers, pedestrians and bicyclists. You can read more about the results [here](#)



Adient recently released its 2022 Sustainability Report, which details how the company continues to reduce the impact its business has on the environment. You can view the report [here](#).

BPR Adds New PRGN Partner in New Zealand

Bianchi PR's global reach has grown with the addition of **New Zealand agency, Alexander PR** to our global network PRGN. Expanding PRGN's Asia-Pacific presence enhances our ability to serve clients throughout the world and raises the number of member agencies in our network to 53.



Alexander PR, is a full-service public relations agency specializing in reputation management. The firm assists boards, CEOs, business owners and marketing decision makers with reputation, strategy, content and commercial opportunities.

Founded in 2005, the team led by experienced communication veterans Kate and Dwayne Alexander, Alexander PR is best known locally for its strategic crisis, issues and reputation management as well as for numerous national and international campaigns. Among its most notable clients, alongside 4 Day Week Global, Kiwi Wealth, and HERA, are trustee company and philanthropy management leader Perpetual Guardian, life insurer Partners Life, property data and analytics provider CoreLogic New Zealand, accommodation group Sudima Hotels, multinational energy and automation digital solutions specialist Schneider Electric New Zealand, Crimson Education, Cambridge Assessment International Education and a dozen other global stock exchange listed firms.

[Click here](#) to learn more.

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

