

Strategic Insights for Automotive Suppliers to Rock PR at CES 2024

The countdown is on!

While January seems a long way off, it's not if you're an automotive or mobility communicator participating in CES 2024. But where to get started?

We suggest one of the best ways to move forward is by looking back.

Data from the CES 2023 show is one source of information that can provide some useful insight to automotive and mobility technology companies looking to maximize their ROI with PR at CES 2024.

Look at these three insights – plus one bonus tip! – derived from data the Consumer Technology Association (CTA) shared about CES 2023 that may help your CES 2024 PR planning:

<https://bit.ly/3pTfP1z>



Vehicle Technology & Mobility Suppliers: Here are Six Things to Do Now for CES 2024

Taking place **Jan. 9-12, 2024**, CES, which has become one of the most important automotive industry shows in the world, brings together manufacturers, developers and suppliers of consumer technology, content, technology delivery systems and more to address the industry's biggest challenges.

If your company is seeking PR opportunities at the show, which offers many public relations and market attention opportunities, you must act fast. <https://bit.ly/3JBDA LG>



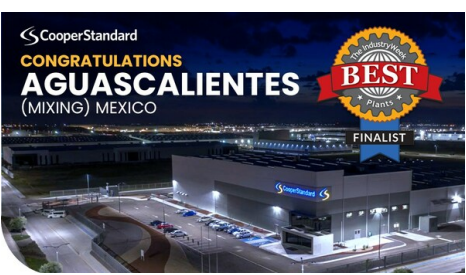
Our Latest Meet the Media Profiles

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:



- [Molly Boigon, Tech and Innovation Reporter at Automotive News](#)
- [Karn Dhingra, Reporter at Automotive News](#)
- [Alan Adler, Midwest Bureau Chief for FreightWaves](#)
- [Michael Freeze, Features Editor at Transport Topics](#)
- [Patrick George, Freelance Reporter & Editor](#)

Client Happenings & Congrats!



Congratulations to **Cooper Standard** for its Aguascalientes, Mexico Mixing facility being named one of only five 2023 *IndustryWeek* Best Plants finalists. [Read more here.](#)



Congratulations to **Vitesco Technologies** for being awarded the LinkedIn Top Companies 2023 ranking three times, in France India and the United States. [Read more here.](#)



SAE International recently announced it will standardize the Tesla-developed North American Charging Standard connector, resulting in more than 60 articles from leading outlets, including:

The Associated Press: [Tesla’s EV plug is closer to becoming the industry standard following a move by an automotive group](#)

Forbes: [Another Win For Tesla: SAE Announces It Is Setting NACS Standards](#)

The New York Times: [Tesla May Have Already Won the Charging Wars](#)

BPR Adds New PRGN Partner in China

Bianchi PR's global reach has grown with the addition of a new agency in China to our global network, PRGN, which now has 56 partner agencies.

The newest PRGN member, China Advocate is a consulting company specializing in corporate reputation and strategic marketing. China Advocate provides a wide range of services, including public relations, public affairs, risk management and assisting Chinese companies going global.

Founded in 2018 with a vision to become China's leading homegrown strategic communications firm, China Advocate serves a broad range of clients focused on healthcare, high-tech, advanced manufacturing and other B2B industries. Its key current clients include LinkedIn, Dassault Systemes, Snapchat, Boston Scientific, Thermo Fisher, Lyondell Basell, Huntsman, General Mills, Ferrero, Novozymes and Ecolab.

[Click here](#) to learn more.

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



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