



7 Facts Auto Suppliers Need to Win PR At CES 2024

It's back...and in a big way!

CES 2024 – the largest in-person independently audited tech event in the world – continues to gain momentum and is on track to surpass the 2023 version of the show in terms of the number of attendees, exhibitors and global media.

And that includes the vehicle technology and advanced mobility segment of the annual show.

While many of the typical auto shows around the globe have lost some of their luster, CES continues to grow in importance for automakers and automotive and mobility suppliers. In fact, longtime auto journalist and analyst John McElroy calls CES the world's best auto technology show.

And the 2024 version of the event, scheduled for Jan. 9-12, 2024 (Jan. 7-12 if you include CES Media Days), in Las Vegas, will confirm that status.

Read the full post here: <https://bit.ly/3S1f1Dt>



5 CES 2024 Mistakes Mobility Tech & Automotive Suppliers Need to Avoid

With CES returning to full, in-person form in 2023 after emerging from its pandemic-impacted virtual and hybrid format, the show is on solid footing to dominate the news once again in 2024.

As the world's most influential technology event, the potential for automotive and mobility tech suppliers to make an impact at CES 2024 is strong, with a high-level of attention and interest focused on the evolution of mobility, from EV adoption and infrastructure to Intelligent Transportation Systems (ITS) and always-evolving ADAS technology.

But like anyone participating at CES, success relies on planning smart – and early! – and avoiding pitfalls that could result in you being lost in the shuffle.

Read the full post here: <https://bit.ly/3L7LhAH>



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:



- [Madeleine Winer, Editor of AftermarketNews](#)
- [Seth Clevenger, Managing Editor for Features at Transport Topics](#)
- [Jade Brasher, Senior Editor at FleetOwner](#)
- [Mary Gannon, Editor-in-Chief of Fluid Power World & Senior Editor at Design World](#)
- [Jason Cannon, Chief Editor of Commercial Carrier Journal](#)

Client Happenings & Congrats!



Congratulations to **Cooper Standard** for its recent recognition by Nissan for the Company's achievements in sustainable and socially responsible business practices in the areas of Environment, Labor & Human Rights, Ethics and Sustainable Procurement. Read more [here](#).



Adient, along with Toyota and Multimatic, were jointly selected as 1st place winners of a 2023 Altair Enlighten Award in the "module lightweighting" category for the new ProX IsoDynamic Seat's back frame design. Congratulations Adient! Read more [here](#).

Our PRGN Teammate in Portugal



[Global.](#) is a communication agency that has been operating for over 23 years and has extensive experience in key communication areas including public relations, media relations, events, digital and influence marketing. We are known as a group of experienced professionals, agile and geared towards creative solutions to complex challenges. We avoid routine solutions by using our specific knowledge of the areas we work with. We allocate a qualified team to each job, who present bespoke innovative solutions.

[Isabel Jorge de Carvalho](#) founded the [Global. – Communication, PR, Digital & Influence Marketing agency](#) in 2000. Isabel has over 30 years of experience in the communications and journalism industry. As a journalist, Isabel has covered economics, management and business topics. She started off in public relations as the press manager responsible for Mikhail Gorbachev's visit to Lisbon in 1995. Since then, she has developed a solid career in the sector.



She is a co-founder of the Luxury Brand Management Executive Course at ISEG - the 1st School of Economics and Management to be founded in Portugal - and a guest speaker at IPAM - Marketing Business School. Isabel was a judge at the 63rd Cannes Lions International Festival of Creativity and a

member of the board of the sectoral associations such as APECOM and PRGN. She is an entrepreneur, a compulsive reader, obsessed with details and passionate about history, culture and art. Her vision and values are reflected in Global.'s organization.

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[Global](#). is one of the top Portuguese agencies, with a focus on such sectors as: real estate, industry, mass consumption, tourism, hospitality, lifestyle, luxury, fashion and beauty. In the automotive and motorcycle sector, we have experience with international brands such as Range Rover, Harley Davidson and Alfa Romeo.

You can see some of our projects [here](#) and follow us on [Linkedin](#) and on [Instagram](#).

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



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