

## Insights from CES 2024 - The World's Best Automotive Technology Show

Advanced vehicle technology captivated much of the attention at the recent **CES 2024** (formerly known as the Consumer Electronics Show) in Las Vegas as the event enjoyed a major resurgence with more than 135,000 attendees, more than 4,300 exhibitors and more than 2.5 million square feet of exhibit space.

According to the Consumer Technology Association (CTA) president & CEO **Gary Shapiro**, "The resurgence of CES proves that face-to-face conversations and meetings are a necessity for the technology industry."

Many of those attendees and exhibitors were from the vehicle technology space, as the number of exhibitors in this category more than doubled.

These numbers confirm that while traditional auto shows may be losing their luster for automakers and their top-tier suppliers, CES has solidified its position as one of the world's largest and fastest growing global automotive, mobility and transportation events.



[Read the full post here](#)

## Auto Suppliers to Shine in Seraph's Operational Excellence Awards

If you're looking for recognition – and who isn't? – consider applying for **Seraph's Operational Excellence Awards**. Entries are being accepted through **March 8, 2024**.

Are you an automotive supplier that is achieving great things within your plant operations?

The Operational Excellence Awards program was created by Seraph, a global enterprise consulting firm, to celebrate excellence in automotive manufacturing across North America.



## Top Blog Posts of 2023

We're taking a look at our **most viewed blog posts in 2023**. While we focus primarily on automotive and mobility public relations, we identified a few trends among what our visitors saw as our most popular posts.

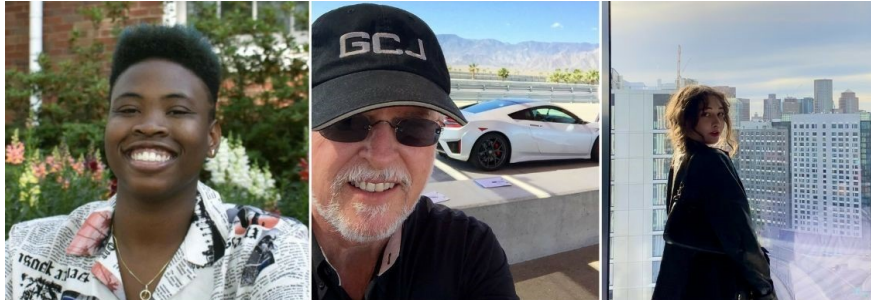
This year, the topics that seemed of most interest to our readers revolved around CES, automotive and mobility podcasts, tips for PR people, EV-focused YouTube channels and the *Automotive News* PACE Awards. One major exception was a perennial favorite, about the process every PR agency and client seems to hate, the dreaded RFP.



[Read the full post here](#)[Read the full post here](#)

## 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:



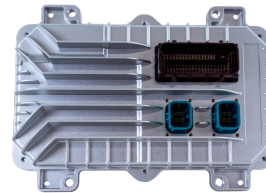
- [Jennifer Ramsay, Editor-at-Large at Endeavor Business Media's Market Moves](#)
- [Ron Cogan, Editor, Publisher & Writer at Green Car Journal](#)
- [Emma Lutjen, Associate Editor at EE World Online](#)

## Client Happenings

### Partners in CES 2024 Success!

The Bianchi PR team provided **CES support** to two clients at this year's show in Las Vegas. Bianchi PR:

- Assisted [Intrepid Control Systems](#) with media relations around the announcement of its new [neoVI™ CONNECT technology](#); and
- Supported [Yanfeng](#) with product and innovation announcements, as well as generating media interviews with a number of outlets, including *Automotive News*, *WardsAuto*, *Autoline*, *WWJ-AM* and *Futurride*.



### SAE Announces 2024 WCX

[SAE International](#) will bring technology experts together at this year's **WCX™ World Congress Experience**, April 16-18 at Huntington Place in Detroit.

[Read more here.](#)



### Rolls-Royce Power Systems Opens Remanufacturing & Overhaul Center

Engines can now be given a second life at the **mtu** Aiken campus in South Carolina. [Rolls-Royce Power Systems](#) announced the opening of the campus' new 69,000 sq.-ft. **Remanufacturing and Overhaul Center**.

[Read more here.](#)



## BPR Adds New PRGN Partner in South Korea & New Member Office the Netherlands

Bianchi PR's has gained expanded reach in the important Asia-Pacific region with the addition of **Seoul, Korea-based PR House** to our global network, PRGN.

Additionally, the worldwide public relations group also celebrated the opening of a **new member office in the Netherlands** by its Belgium member agency Two cents.

With these moves, Bianchi PR's affiliate network has **grown to 54 agencies** with more than 70 offices in top markets globally, making PRGN one of the top global PR networks.

[Click here](#) to learn more.

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



## Global Insights: Recent PRGN Blog & Podcasts

- [Tokyo, Japan – Premier Destination for Business](#)
- [2024 PR Predictions: Technology and Global Trends Pose Tough Questions for Comms Pros](#)
- [The Value of a Global PR Network](#)



Bianchi Public Relations, Inc. | 901 Tower Drive, Suite 420, Troy, MI 48098

[Unsubscribe bianchipr@bianchipr.com](#)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by [bianchipr@bianchipr.com](mailto:bianchipr@bianchipr.com) powered by



Try email marketing for free today!

