



BIANCHI
PUBLIC
RELATIONS



STRATEGY & STORYTELLING AT THE INTERSECTION OF TECH AND AUTOMOTIVE

We believe in helping innovators to make mobility, and the world, better. Smarter. Safer. Cleaner. More efficient. More reliable. More comfortable. More productive. More fun.

This belief drives us to create powerful strategies and tell compelling stories for companies who share our vision and operate at the intersection of technology and automotive mobility.

We do this from the city that put the world on wheels – Detroit – with a team of passionate, experienced professionals who have spent years immersed in the industry, its events, its media, its issues and its trends ... and have developed strong relationships with the key reporters, event organizers, thought leaders and influencers that matter.

Our passion, experience and focus enable us to mine the best story ideas from within your organization and to work with you develop them into powerful stories that connect with these audiences ... and win customers, attract employees and investors, and drive sales.

[How can we help you advance mobility?](#)

BRAND-BUILDING SERVICES OFFERED:

- Strategic PR counsel
- Media relations and press events
- Message development and newswriting
- Thought leadership
- Media training
- Executive visibility / speaking engagement
- Social media and online content development
- Trade show and conference PR support
- Media coverage documentation / analysis

BIANCHI PUBLIC RELATIONS, INC. AT A GLANCE:

- Founded in 1992
- Led by accredited 30+ year automotive PR veteran Jim Bianchi
- The top independent PR firm headquartered in Metro Detroit per PRWeek rankings
- Specializes in PR and media relations for automotive and mobility technology suppliers
- Account staff averages more than 23 years of experience with the firm, 3 PRSA-accredited
- Often recommended by top automotive media
- Detroit office for the 50+ member worldwide Public Relations Global Network





CURRENT CLIENTS:

- Adient
- Cooper Standard
- Freudenberg Sealing Technologies
- Prestone
- Rolls-Royce Power Systems
- SAE International
- Vitesco Technologies
- Yanfeng Automotive

PAST/PROJECT CLIENT EXPERIENCE:

- 3M Automotive
- Accuride Corp.
- Aeye Inc. (w/ Landis)
- Automotive Industry Action Group
- BASF Performance Materials
- Bertrandt
- Center for Automotive Research
- DuPont Automotive
- Fruehauf Trailer
- Ibeo Automotive USA
- IBM Automotive
- Johnson Controls Battery
- Munro & Associates
- PPG Auto Coatings
- Pittsburgh Glass Works
- Rockwell/Meritor
- Ricardo
- Schaeffler Group
- Snap-on Tools
- Steel Market Development Institute
- TRW Automotive
- Valeo
- Velodyne LiDAR
- ZF

Bianchi PR offers unsurpassed expertise among automotive PR firms, including:

- A deep understanding of the trends and issues surrounding the North American automotive and mobility technology sectors
- Strong relationships with the media that cover the North American auto industry – business and trade media, newspapers, wire services, broadcast media, online media, bloggers, and other influencers.
- Extensive experience with the major events, conferences and venues that offer the right platforms for suppliers to connect with their key audiences
- Success in helping our clients generate millions of media impressions... and more importantly, attract new talent, enhance the company's standing in the community, and win new business

We have supported clients at events such as:

- AutoMobi-D
- AutoTech Detroit
- Auto Test, Engine & Interiors Expos
- Battery Show / Electric & Hybrid Vehicle Expo
- CAR Management Briefing Seminars
- CES Las Vegas
- National Auto Dealers Association Convention
- North American International Auto Show (Detroit)
- SAE World Congress Experience (WCX)
- SAE Innovations in Mobility Conference
- SEMA / AAPEX
- TU Automotive Detroit – Autonomous Expo
- WardsAuto Interiors & User Experience (UX) Conferences

Our Memberships & Affiliations:

- Automotive Press Association
- Detroit Regional Chamber of Commerce
- Marketing & Sales Executives of Detroit
- Public Relations Society of America
- Society of Automotive Engineers
- Society of Automotive Analysts

For Client Testimonials, visit:

<https://www.bianchipr.com/testimonials/>



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