



## Numbers Auto Suppliers Need to Know About CES 2024

CES continues to be an important venue for many automotive and vehicle technology suppliers and decision makers, according to data recently released by the Consumer Technology Association (CTA), which produces CES.

“Our annual show audit proves CES is where business gets done,” said Gary Shapiro, CEO of CTA. “Executives and business decision makers see the value in face-to-face meetings and access to global media, which only a show like CES can provide. Nothing can replace these moments of serendipity.”



### Independent audit

Following a third-party audit of attendee information for CES 2024 conducted by the Alliance for Audited Media, attendance grew 15% as the show – called “the world’s most powerful tech event” – also grew in importance as a venue for automotive and mobility suppliers.

Here are some of the highlighted numbers from CES 2024:

[Read the full post here](#)

## 2024's Top Podcasts for Auto & Mobility Tech Suppliers

There certainly isn't a lack of information available out there and it can be difficult to decide which resources are the best to focus your time on when it comes to keeping your executives informed.

To help, we've reached out to clients and colleagues, researched options and have come up with a list of top podcasts of value to automotive and mobility technology suppliers.



Varying widely in topic focus and length, these podcasts can help executives stay up-to-date on the latest trends, technologies and industry news in this rapidly changing and competitive industry.

Here are the top 16 podcasts we recommend for automotive supplier and mobility technology executives in North America:

[Read the full post here](#)

## Meet the Media

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:



- [Kevin Linger, Managing Editor & Producer at Fleet Equipment](#)
- [Laura Harris, News Anchor & Automotive Reporter for NEWSnet](#)
- [Tim Levin, Senior Reporter at InsideEVs](#)

## Client Happenings & Congrats!



Congratulations to **Cooper Standard** for receiving a General Motors Supplier of the Year award for the 7th year for its innovation, sustainability and quality achievements. [Read more here.](#)



Kudos to long-time client **Adient** for receiving two awards from its customer, General Motors: a Supplier of the Year award and an Overdrive award, a distinction reserved for suppliers who display outstanding achievement across global purchasing and supply chain key priorities. [Read more here.](#)



**SAE International** recently hosted its annual WCX™ World Congress Experience - the largest technical mobility event developed by the industry, for the industry. Bianchi PR helped support the event - which hosted more than 50 media, and featured 1,200 presentations, 200+ technical sessions and more than 100 exhibitors at Huntington Place in Detroit. [Learn more about WCX here.](#)

Bianchi PR has recently been selected as the public relations agency for two new clients:





**Prestone**, a leading supplier of factory-fill fluids for OEM automakers in addition to being the leading consumer brand for antifreeze/coolant, brake fluid and power steering fluid in North America, selected Bianchi PR to provide the company with ongoing public relations, media relations and thought leadership support across the electric vehicle sector. [Read more.](#)

After a 20-year hiatus, the **Automotive Industry Action Group (AIAG)**, the largest global association driving supply chain efficiency in the mobility industry – has re-hired Bianchi Public Relations, Inc. as its public relations agency to provide earned media, media relations and thought leadership support across the automotive and mobility sector. [Read more.](#)

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## BPR Ranked Top Detroit-based PR Firm



While perennially listed among the top Michigan firms, this year Bianchi PR was the highest-ranked Detroit- and Michigan-based PR firm in the 2024 rankings of U.S. PR agencies by **PRWeek** magazine, a leading trade publication covering the global public relations industry.

The recently released 2024 **PRWeek** rankings showed Bianchi PR as #156 among U.S. PR agencies, while our Public Relations Global Network affiliates Fearey (Seattle) was ranked #118, Landis Communications Inc. (San Francisco) came in at #150, and Buchanan PR (Philadelphia) finished #160 in the national ratings.

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## BPR Adds New PRGN Partner in Sweden

Bianchi PR has expanded its global reach in Europe's Nordic region with the addition of [Sweden-based Aspekta AB](#) to our global network, the Public Relations Global Network.



The newest PRGN member, Aspekta, is a full-service public relations agency focused on crisis communications, brand building, sustainability, public affairs, investor relations and financial communications. The agency utilizes its broad range of services across multiple industries including life science, transport and energy, packaging, real estate and construction, food and the public sector.

[Click here](#) to learn more.

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

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## Global Insights: Recent PRGN Blog Posts

- [Denmark - A Business-Friendly Frontrunner in Technology, Green Energy and Life Sciences](#)
- [Los Angeles, California - The City of Angels](#)
- [The Key to an Outstanding Sustainability Report](#)



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