

Vehicle Technology Suppliers Need These 7 Tips to Crush PR at CES 2025

Daunting. Overwhelming. Hypercompetitive. Exhausting. Career-making or breaking.

That's how PR and marketing executives describe trying to conduct media relations at what is arguably the world's largest and most important trade show – CES@.

With registration having just opened for the most powerful tech event in the world, next January's CES promises a bigger and better venue than ever for automotive, vehicle and mobility tech suppliers.

CES 2025 – the largest in-person independently audited tech event in the world – continues to grow and is tracking to beat the 2024 version of the show in attendance, media representatives and exhibitors. And that growth also pertains to the vehicle technology and advanced mobility segment of the annual show.

So, whether your company is a long-established legacy global manufacturer, a new entrant or a vehicle tech start-up, if you are considering participating in CES 2025, here are some insights to help maximize the PR value of your time there:



[Read the full post here](#)

More CES 2025 Tips



[CES 2025: Six PR Facts Vehicle Technology Suppliers Need to Know](#)

[Automotive Suppliers: Will These Mistakes Crash Your CES 2025 PR?](#)

[CES 2025: Expert Tips to Ensure Mobility Supplier PR Success](#)

5 Secrets for a Triumphant Press Event

Press events are a crucial tool in any public relations professional's toolbox, offering a unique opportunity to engage directly with media and shape the narrative around your brand or organization.



However, organizing a successful press event requires careful planning, attention to detail and an

understanding of media needs.

Let's look at five key components:

[Read the full post here](#)

Meet the Media & Podcasters

Have you seen the latest "Meet the Media" and "Meet the Podcaster" features on our blog? Each month, we profile a key journalist that covers our clientele. Here are the latest posts:



- [David Kiley, Senior Content Editor and Podcast Host for WardsAuto](#)
- [Carl Anthony, Managing Editor of Automoblog & Host and Producer of the AutoVision News Radio Podcast](#)
- [Bobby Mace, Publisher and Author at Transmission Digest](#)
- [Jan Griffiths, Founder of Gravitas Detroit & Host of the Automotive Leaders Podcast](#)

Client Happenings & Congrats!



Congratulations to **Cooper Standard** for being recognized as a [2025 Automotive News PACE Pilot](#) award finalist for two of its innovations, its eCoFlow™ Switch Pump and its FlexiCore™ Thermoplastic Body Door Seal.

The 2024 Battery Show

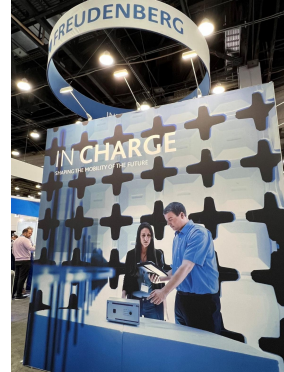
The **Bianchi PR** team supported three clients this year at **The Battery Show**, one of the world's largest battery technology trade shows. At this year's event, our clients each took part in the expo and launched announcements.



Automotive fluid pioneer **Prestone EV** introduced three new technologies at the show, its latest low conductivity, corrosion-protectant thermal management solutions created to meet upcoming industry specifications for electrified vehicle coolants.



Mobility industry standard-setter **SAE International** held a press briefing at the show to announce the release of the SAE J3400TM: NACS Electric Vehicle Coupler Technical Recommended Practice (RP), a major milestone in the advancement of electric vehicle (EV) charging infrastructure.



Global sealing supplier **Freudenberg Sealing Technologies** introduced three unique new products in its battery product family: advanced thermal barriers; prismatic battery cell caps; and prismatic envelopes.

BPR Adds Four New PRGN Partners

Bianchi PR has expanded its global reach with the Public Relations Global Network's recent addition of four new agencies in Taiwan, Spain, Florida and Oregon.

The additions raise the number of member agencies in the network to 58, enhancing Bianchi PR's ability to serve clients throughout the world.

"Working with automotive suppliers who often have PR needs around the world, we welcome our four new partner agencies – based in Taiwan, Spain, Florida and Oregon – for the extended reach and deeper diversity of skills they can bring to our clients," said James Bianchi, president of Bianchi PR. "As PRGN continues to grow, it enables our clients to have access to proven local expertise and 'boots on the ground' in almost every key market around the world."

To serve clients' specialized needs, Bianchi PR, which has been active in PRGN since 2014, has partnered with a number of PRGN agencies from a wide range of places, including Mexico, France, Germany, Japan and Silicon Valley.

[Click here](#) to learn more about the four new member agencies.



Strategy & storytelling at the intersection of automotive & technology

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