



BIANCHI  
PUBLIC  
RELATIONS

## HELPING COMPANIES GAIN SHARE OF MIND AND MARKET IN THE U.S. AUTOMOTIVE COMMUNITY

**We have a passion for helping great companies connect with the right people in the automotive communities of Detroit and North America.**

For 25 years, we've worked in the historic city that put the world on wheels. Now, Detroit is reinventing the industry's crossroads.

Detroit 2.0 is the innovation center for new technologies, processes, and R&D for the next generation of vehicles. It is here in Detroit where the media that cover the industry congregate... and where mobility's future is being decided today.

If your organization is looking to rise above the competitive fray in the North American automotive market, trust us to help you... as many auto suppliers have since 1992.

### BRAND-BUILDING SERVICES OFFERED:

- PR counsel and planning
- Media relations and press events
- Newswriting and message development
- Media training
- Executive visibility / speaking engagement support
- Content development for online and social media
- PR support for trade shows and conferences
- 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 industrial suppliers, and the professional service firms that serve them
- Account staff averages 16+ 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



**25** BIANCHI  
PUBLIC RELATIONS  
YEARS

# SAMPLING OF PAST AND CURRENT AUTOMOTIVE CLIENTS:

- 3M Automotive Products
- Accuride Corp.
- Adient
- Automotive Industry Action Group
- BASF North America
- Cooper Standard
- EnTire Solutions
- FlexForm Technologies
- Freudenberg-NOK
- FRIMO North America
- Haartz Corp.
- Johnson Controls Power Solutions
- NxtGen Emissions Control
- PPG
- Pittsburgh Glass Works
- Ricardo North America
- Schaeffler Group
- Snap-on Tools
- Steel Market Development Institute
- Valeo North America
- Yanfeng Automotive Interiors
- ZF TRW

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

- A deep understanding of the trends and issues surrounding the North American automotive industry
- 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

## Our Industry Event Experience includes:

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

## Our Memberships & Affiliations:

- Automotive Press Association
- Automotive Public Relations Council (MEMA)
- Detroit Regional Chamber of Commerce
- Marketing & Sales Executives of Detroit
- MICHauto
- Public Relations Society of America
- Society of Automotive Engineers

## For Client Testimonials, visit:

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



For more info, visit:  
[www.bianchipr.com](http://www.bianchipr.com)

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