



CLIENT CASE STUDY

AIRBIQUITY

In an increasingly noisy market with tech giants like Apple and Google entering the space, Airbiquity needed to stay top-of-mind with automotive makers searching for telematics solutions.

Goal

Position Airbiquity as a thought leader within the evolving connected-car industry by securing a mix of news-driven and trend-focused articles

Strategy

To amplify Airbiquity's expertise within local, trade and business publications, in addition to company/product announcements, BPR used timely news and trending topics to build relationships with key industry analysts and press, positioning them as leading provider for telematics and infotainment.

Results

With the positive relationships we've established, Airbiquity is often called on by media and industry analysts for marketplace perspectives and commentary. In the first 15 months Airbiquity partnered with BPR, the amount of coverage has increased 260% from the 15 months prior, including feature

Press Articles

GeekWire

[Driving while tweeting: Airbiquity updates Choreo in-car system with hands free Twitter integration](#)

FORTUNE

[Lyft Co-Founder John Zimmer Has A Message for the Auto Industry](#)

Auto Remarketing

["Airbiquity's predictions for connected car industry"](#)

Forbes

[Apple, Google Learn That The Car is More Than Just a Smartphone on Wheels](#)