

Our Automotive technology PR playbook

Turning complex innovation
into commercial impact -
how we work for you

1. The problem:

Strong technology, weak visibility

Automotive and mobility companies are navigating a structural shift. Electrification, autonomy, connectivity, and new energy and propulsion vectors are reshaping the industry

Communications have often lagged behind the technologies they are meant to explain. We fix that.

Engineering-led organisations still struggle to explain complex systems beyond technical audiences. Messaging leans on features, not outcomes. Media coverage is inconsistent. PR activity rarely connects to pipeline, partnerships or investor outcomes.

The market is also crowded. OEMs, suppliers, insurers, software platforms and infrastructure providers compete with increasingly similar narratives.

The result is simple. Strong technology fails to translate into commercial traction.

2. The GroupWhistle approach: PR+

**We take a different approach.
PR is not just about visibility.
It is a commercial tool.**

We call this model PR+. Traditional PR relies on chance – the right person reading the right article at the right moment in the buying cycle. That rarely happens. We take credible, third-party media coverage and place it directly in front of your target customers through targeted channels. This removes the element of chance and turns PR into a commercial tool.

Step 1: narrative engineering

We work with leadership teams, often engineers, to turn complex technology into clear, engaging narratives.

This is not simplification. It is reframing.

We anchor messaging in:

- + Commercial outcomes – cost, performance, return on investment
- + Customer problems – what actually needs solving
- + Strategic context – rising regulatory and compliance demands, the push towards net zero, and the challenge of scaling innovation across the valley of death

The result is a narrative that holds up with media, buyers and investors.

Step 2: earned media as commercial leverage

Coverage is not the end goal. Commercial impact is.

When a story appears in trusted automotive, engineering or business media, it carries credible third-party validation. We use that validation to support tangible outcomes – investment, grant funding, go-to-market activity and market share growth.

This builds:

- + Authority with media and analysts
- + Trust with buyers and partners
- + Visibility across search, AI and discovery

We focus on relevance over volume. The right publication matters more than widespread but low-impact coverage.

Step 3: precision distribution

We take trusted media coverage and ensure it reaches the right audience, rather than leaving it to chance.

We use editorial content to:

- + Run targeted LinkedIn campaigns aimed at specific roles within defined accounts
- + Package stories into concise, two-minute reads for email marketing

This ensures your story reaches decision-makers, not just readers.

Step 4: connecting PR to pipeline

PR should support commercial outcomes.

We align activity with the buyer journey, from awareness through to consideration and intent.

This includes:

- + Supporting sales conversations with credible third-party content
- + Generating inbound interest from defined audiences
- + Aligning communications with investor narratives and funding milestones

The outcome is clear. PR contributes to pipeline, partnerships and growth.

3. Where we focus

We work with engineering-led organisations building the next phase of mobility.

Typical clients include:

- + Engineering consultancies and test houses
- + Novel propulsion and clean energy suppliers
- + Insurers and risk platforms adapting to new mobility models and changing consumer needs
- + Autonomy, software-defined vehicles and data platforms
- + Fleet, telematics and mobility service providers
- + Charging, hydrogen and energy infrastructure companies

4. Problems we solve

Complex technology, low visibility

We translate engineering into narratives that audiences understand and act on.

Weak positioning

We define clear differentiation in crowded markets such as EV, ADAS and mobility platforms.

Underused leadership

We position technical executives as credible industry voices.

PR without commercial impact

We connect communications to pipeline, partnerships and investor engagement.

Fragmented messaging

We build narratives that remain consistent across markets.

5. How we deliver

Ongoing PR programmes

Sustained activity focused on visibility, authority and inbound demand.

Launch and event campaigns

Programmes that generate qualified leads at mid- and bottom-funnel stages, connecting PR to face-to-face events, trade shows and keynote moments to support deal closure.

Strategic sprints

Focused engagements for positioning, messaging or funding announcements.

Programmes typically combine:

- + Media relations and storytelling
- + Executive profiling and thought leadership
- + Content for web and sales
- + Targeted distribution and amplification

6. What good looks like

Effective PR is measured by impact, not volume.

Outcomes include:

- + Consistent presence in top-tier automotive and engineering media
- + Increased inbound enquiries from OEMs, partners and customers
- + Stronger positioning in tenders and sales conversations
- + Improved visibility with investors and stakeholders

Visibility builds credibility. Credibility supports growth.

7. Why GroupWhistle

Sector expertise

Our roots are in Formula 1 and its applied engineering ecosystem. We understand high-performance technology and how it translates into commercial environments.

Narrative capability

We translate complex engineering into commercially relevant stories.

Commercial focus

Our hybrid model combines earned media, paid social and email marketing – connecting the narrative power of PR to a funnel-driven approach.

Integrated delivery

We bring PR, content, LinkedIn and outreach into a single, aligned programme.

8. Getting started

If you are building technology that is reshaping automotive and mobility, the market needs to understand it.

We can help.

We start with a conversation covering:

- + Your technology and positioning
- + Your target audiences and markets
- + Where PR can deliver commercial value

From there, we define a programme built around measurable outcomes.

GroupWhistle Limited
Newbury | The Pentangle, Park Street, Newbury, RG14 1EA
Oxford | 46 Woodstock Road, Oxford, OX2 6HT
groupwhistle.com

GroupWhistle