

Almotive Puts the Pedal to Metal in the U.S. Market

Almotive provides a full-suite of camera-first, AI-based autonomous driving software designed to bring global accessibility to L5 self-driving vehicles, faster and safer than any other company in the world, regardless of driving conditions. As a young startup headquartered in Budapest, Almotive wanted to raise their profile in a noisy space traditionally dominated by Silicon Valley's most well-known companies. We successfully catapulted Almotive into the U.S. market with recognition from top tier business, technology and trade press, turning an unknown company into one of the hottest startups in the AI and autonomous driving sectors.

MGP helped launch Almotive into the U.S. market and has consistently proven they are as committed to our success as we are. The team quickly got up to speed on the different aspects of our autonomous driving solution, and has consistently delivered top tier business, technology and broadcast press. It's a pleasure working with MGP and they have been a valuable member of the Almotive team.

Daniella Rédei
Head of Marketing and Communications
Almotive



191

Total pieces of earned media coverage (14 pieces average per month). This coverage totals over **2Bn** online readership and **3.4M** estimated coverage views

20+

Coordinated and secured face-to-face tier-one press meetings across three demo press days in Mountain View

47

pieces of earned media hits for \$38M Series C funding announcement, with **282M** online readership

12

pieces of targeted thought leadership and comment pieces written, edited and placed (1 per month on average)

Challenge

In a crowded space, full of big names and emerging startups, our goal was to **establish Almotive as a key player in the U.S. market, profiling the company's world-class technology, strategic partnerships, sector expertise, significant funding, new Silicon Valley office and company executives** - including CEO and founder Laszlo Kishonti.

With zero U.S. presence, **launch Almotive's AI-powered L5 self-driving technology in a new market along with the company's powerful development tools and hardware architectures that support and accelerate the development of self-driving systems.**

Solution

- **Position Almotive as sector disruptors by communicating clear key messages that demonstrate Almotive's unique approach to AI and self-driving cars, which was different than other startups in the sector** - e.g. Almotive uses cameras as primary sensors over LiDAR, which is seen as the industry standard.
- **Coordinate three strategic media "demo days" attended by top tier business, tech, national and trade media to demonstrate Almotive's unique technology suite and capabilities alongside the company's distinct vision and expertise and key differentiators.**
- **Establish Laszlo Kishonti and other key spokespeople as a go-to source** - available for expert commentary on the latest AI and self-driving matters in the U.S. and international press.
- **Maintain momentum post-launch** by managing strategic and significant news announcements; pitching, writing, editing and placing thought leadership articles; and being on-point to jump on news hijacking opportunities.
- **Develop and execute a social media strategy to highlight company culture** by promoting Almotive's top talent from various fields and industries; communicate coverage success, company milestones and engage with key media and influencers.

Results and Impact

MGP not only generated noise for Almotive; we cut through it and took Almotive to a sector-leading position, putting the company firmly on the map as a key AI and autonomous driving player. From November 2016 to January 2018, MGP generated 191 pieces of coverage for Almotive, averaging approx. 14 pieces of coverage per month.

- **Built strong relationships with the most influential press in the U.S. spanning broadcast, business, technology, Silicon Valley, automotive and semiconductor trade media**, including: *The Wall Street Journal, Financial Times, NBC, Reuters, KRON4 Bay Area, WIRED, TechCrunch, VentureBeat, Engadget, Quartz, Forbes, MIT Technology Review, Business Insider, The Guardian, San Francisco Chronicle, Automotive World, The Drive, Design Reuse, IEEE Electronics 360, Sensor Mag* and others.
- **Developed and executed strategic media relations strategy for three “demo days” at the company’s Mountain View office.** In total MGP secured more than 20 tier one media to meet with Almotive and experience a live demo of the company’s technology. Titles include: *VentureBeat, Financial Times, The Information, The Guardian, NBC, Business Insider, Automotive News, New Atlas, Singularity Hub, Linley Group, Embedded Vision Alliance* and others.
- **Secured press and analyst meetings at some of the biggest and most influential trade shows including CES 2017, Detroit A.D, MWCA 2017 and CES 2018**, where we landed meetings with the likes of *CNN, Forbes, Innovation Nation, Ubergizmo, Quartz, Robotic Trends, Automotive News Service, Just Auto, BeTerrificTV, Discovery Channel, Tractica, Canalys* and *Strategy Analytics*.
- **Established credibility for Almotive to speak at VentureBeat’s GamesBeat Summit and GSMA’s inaugural Mobile World Congress Americas, San Francisco.**
- **Validated the company’s deep knowledge of AI technology and pedigree in hardware and chip optimization knowledge** through its partnership announcement with leading European automaker [PSA Groupe](#), as well as the release of [aiWare](#) - the first of its kind, AI-optimized hardware accelerator for autonomous driving.

- Leveraged **Series C funding announcement to create additional opportunities to demonstrate the momentum and vision of Almotive with 47 pieces of coverage across a readership of 282M** - in media such as CNBC, Fortune, Silicon Valley Business Journal, Silicon Angle, Globe & Mail, AutoBlog and others.
- **Generated a wealth of business and industry thought leadership and comment opportunities for Almotive to discuss the power of its simulation technology - a brand new space for the autonomous driving sector.** MGP secured coverage in *Financial Times*, *The Guardian*, Mashable, RTC, SD Times, ITPro Portal, IoT News, Mega Auto Trends, RTC, IEEE Electronics 360, and also secured a regular byline in The Huffington Post.
- **Supported the company's head of investor relations with analyst relations** working with firms such as The Motley Fool, Gartner, Nutmeg Consultants, Vision Systems Intelligence, Roth Capital Partners and more
- **Global impact: broadcast requests** from The Discovery Channel and Channel 4's Guy Martin show in the U.K., amongst others.
- Within the last 14 months, **Almotive received four licenses for testing autonomous driving in California, Nevada, Finland and Hungary.**

