

# ***MOTORTREND*** **GROUP**

**ALEX WELLEN**

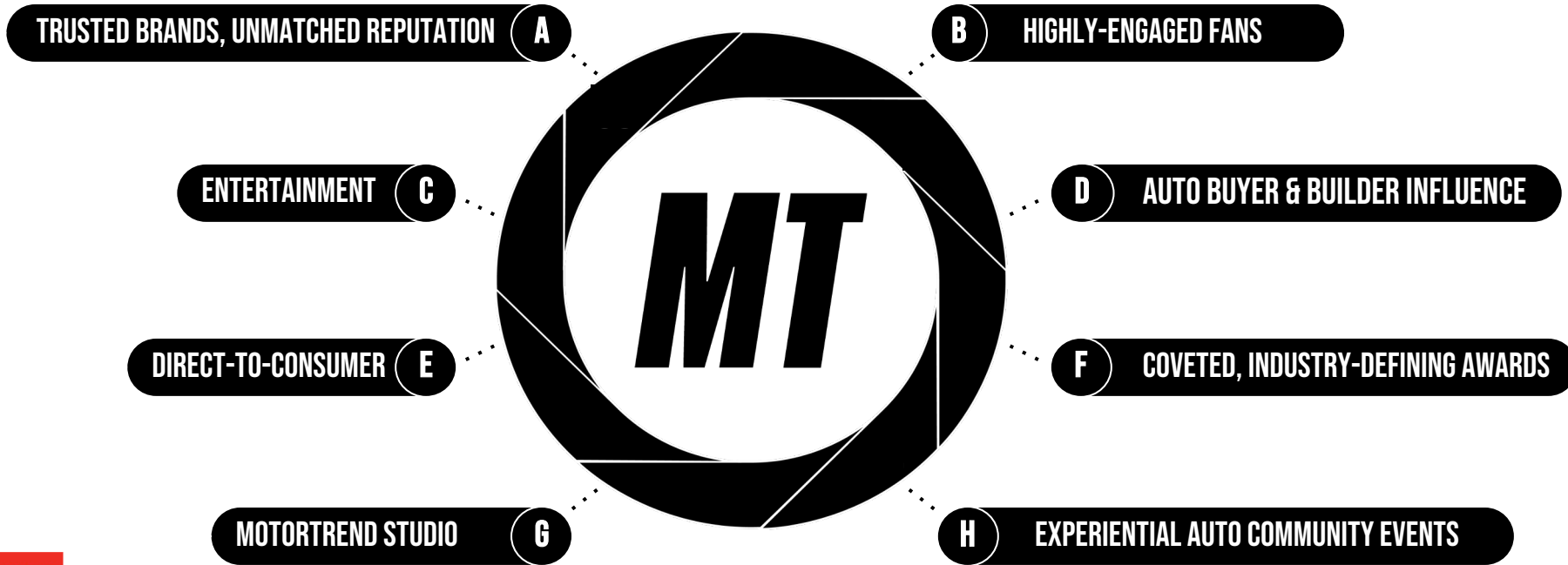
**GLOBAL PRESIDENT AND GENERAL MANAGER OF MOTORTREND GROUP**

**NAB SHOW STREAMING SUMMIT**  
**- APRIL 25, 2022**



# MOTORTREND'S 360 PLATFORM

**MotorTrend Group is a complete 360° cross-platform media ecosystem spanning television network, digital, direct-to-consumer, social and live events**



# MOTORTREND BRANDS SPAN ACROSS ALL CAR CULTURE

## AUTO SHOPPING

**MOTORTREND** Automobile

**MOTORTREND**  
ULTIMATE CAR RANKINGS™



**MOTORTREND**  
CERTIFIED VEHICLES

**MOTORTREND**  
CAR OF THE YEAR 2022

**MOTORTREND**  
SUV OF THE YEAR 2022

**MOTORTREND**  
TRUCK OF THE YEAR 2022

**MOTORTREND**  
**CAR MATCH**  
WE FOUND YOUR PERFECT CAR



## AUTO FANS

**HOT ROD** **FOURWHEELER**

**TRUCK TREND** **LOWRIDER**

**SUPER STREET** **CAR CRAFT**

**STREET RODDER** **SUPER CHEVY**

**MUSTANG 360**

## AUTO ENTERTAINMENT



**ROADKILL**

**FASTER**  
WITH FINNEGAN

**HEAD 2 HEAD**

*Bitchin' RIDES*

**MECUM**  
AUCTIONS

A MOTORTREND ORIGINAL SERIES  
**IRON**  
RESURRECTION

**MOTOR**  
&  
**MYTHBUSTERS**

# A MEDIA CONTENT MACHINE

- Our Automotive Content Portfolio is the Largest in the Industry -

SOCIAL POSTS

**144K**

LONG FORM VIDEOS

**8K**

SHORT FORM VIDEOS

**23K**

DIGITAL ARTICLES

**200K**

CARS TESTED

**11K**

PHOTOS

**3M**

MAGAZINE ARTICLES

**620K**

CAR MODELS REVIEWED IN  
BUYER'S GUIDE

**53K**





# WE CONNECT ON EVERY PLATFORM TO OUR AUDIENCE ANYTIME, ANYWHERE, THROUGH OUR OMNI-CHANNEL APPROACH

## LINEAR TV

**MOTORTREND TV**

## DTC STREAMING



## MOBILE

**MOTORTREND.com**

## SOCIAL



## EVENTS



## PRINT

**MOTORTREND**  
**HOT ROD FOURWHEELER**

# MOTORTREND IS A “CATEGORY OF ONE” A MASSIVE, GROWING AUTOMOTIVE AUDIENCE

TV CHANNELS (HOMES)	UNIQUE ANNUAL DIGITAL + DTC VISITORS	SOCIAL FOLLOWERS	ANNUAL EVENT ATTENDEES	YOUTUBE SUBSCRIBERS	PRINT AUDIENCE
<b>75M+</b>	<b>165M</b>	<b>108M</b>	<b>750K</b>	<b>6.6M</b>	<b>7.3M</b>





# EXCLUSIVE HOME TO

## +8,000 EPISODES

In 2021,  
MotorTrend  
launched  
45 original and  
acquired series.





The image shows the exterior of a modern building, identified by signage as Motortrend, during the twilight hours. A large, bold, white 'THANK YOU' text is superimposed over the center of the image. The building features a prominent red, slatted upper section and a dark, angular entrance structure. A sign on the left side of the entrance displays the number '831'. In the foreground, there is a dark hedge and some tall grass. To the right, a few people are standing near the entrance, and a sign on the wall commemorates the '70th MOTORTREND 1949-2019'.

**THANK YOU**