

Automotive Influencer Report 2023



motor1.com



Table of contents

<i>Introduction and methodology</i>	3
<i>The Italian market</i>	7
Overview	8
Ranking charts	10
List of influencers	16
<i>The Spanish market</i>	23
Overview	24
Ranking charts	25
List of influencers	31

INTRODUCTION AND METHODOLOGY

Accompanying the accelerating digital evolution of recent years, influencer marketing is becoming an increasingly useful way for companies to make themselves known and to maintain or improve their market position.

According to UPA data, the Influence Marketing market in Italy is worth nearly 300 million euros, 8 percent more than last year, while globally the value of Influence Marketing has increased from \$9,7 billion in 2020 to more than \$16 billion in 2022.

These figures show how today this sector is experiencing a growing turnover, leveraging the strong engagement of target communities and giving voice to social and ethical issues that go beyond the usual use and consumption of products. Creators are the key players in this market, those who use digital platforms as stages for creativity and dialogue to establish solid and lasting relationships with their communities, positioning themselves as true touchstones from which to draw advice, suggestions and opinions.

Among the sectors in which investment is greatest (such as fashion, food and beauty) is automotive, which is exploiting the potential of Instagram, TikTok and YouTube.

Passionate and experts in the four-wheeled world, automotive influencers have managed to tell the story of the motoring world in a more direct and engaging way for the consumer on digital platforms. There are those who show the most interesting facets of their cars, those who unveil the latest trends in the industry, and those who invite the user to discover their workshop: each of them succeeds in telling an effective story about the automotive world, garnering a significant following and capturing the attention of millions of people, especially in the Gen Z target audience.

Long gone are the days when consumers only used social media for entertainment. Nowadays, people rely heavily on social channels for product information. In fact, for Gen Z and Alpha, a platform like Tiktok has now become their new search engine.

It's no secret that people are doing more research online before making big purchase decisions, like buying a new car. This is a clear opportunity for automotive marketers to attract new customers via the Internet.

Here are some stats showing how Social Media has significantly influenced the Automotive Marketplace during last years:

- prospective car buyers now spend around 59% of their time researching online;
- 90% of new-vehicle buyers who used social media in their decision process feel it influenced their decision;
- 93% of vehicle buyers said online reviews helped in their dealership selection process;
- 73% of consumers say that they prefer watching videos before making a car-buying decision. This indicates that video is an increasingly important part of the car-shopping process;

In light of this, we combined Motor1.com's automotive expertise with Flu's verticality in influencer marketing and data from its proprietary PLUS platform.

The goal was to identify the ten most relevant profiles on the main social networks (Instagram, YouTube and TikTok) in the Italian and Spanish markets, to provide a perspective on the current state of the two target territories and outline the opportunities to be exploited in this sector.

Methodology

The selection of profiles and the processing of rankings comes from a software analysis through the PLUS suite, combined with a qualitative evaluation performed by the Motor1.com Editorial Staff. PLUS allows the analysis of more than 120 million influencer profiles globally on the main social networks (Instagram, YouTube and TikTok). The tool works mainly through a deep learning algorithm that collects public data from social profiles and combines it with statistics to provide useful insights into the profile. The information is automatically updated by the algorithm, which scans social networks monthly. The collected data is then processed into useful statistics to analyze and evaluate the profile, such as the number of followers, average impressions of a post, average number of likes per post, most used hashtags, audience composition (geographically and demographically), etc.

Motor1.com's editorial assessment consists of analyzing a sample of content posted on each profile identified by PLUS. The objective is to weigh the quantitative relevance of the influencers with the editorial relevance of the content, measured in terms of quality, originality, effectiveness of storytelling, independence, informative and/or entertaining capacity, as well as veracity of the messages conveyed.

The phases of the study:

1. Profile identification through PLUS

For each target category, a query is made within the PLUS search engine to obtain an initial list of profiles. This initial search is followed by further targeted searches by adjusting filters and keywords in order to obtain a complete mapping of targeted profiles.

2. Editorial analysis of profiles using Motor1.com

The content of identified profiles is analyzed individually to understand profile relevance and editorial effectiveness. Profiles that are not in line with targeting standards or that convey offensive and/or misinformative messages are then excluded. Later, this list is supplemented by further research aimed at unearthing profiles belonging to niche markets identified through the first scouting.

3. Data downloading and ranking creation

The list of profiles is sorted based on their relevance, calculated through the average engagement rate of the profile on each network and divided by target categories to create a ranking.

Sources:

UPA.

Influencer Marketing Hub.

Digital Air Strike.

Spyne.



***THE
ITALIAN
MARKET***

OVERVIEW

The automotive world is going through an unprecedented revolution. The so-called "transition" affects not only powertrain technology but also our mobility habits.

The microprocessor crisis that began in 2021, the ban to endothermic cars set in 2035, the war in Ukraine, the rise in the price of raw materials and that of the cars themselves, has a structural impact on the market that changes the propensity to consume (-9,5% registrations 2022 vs 2021), the modalities (+18,8% long-term rental 2022 vs 2021) and thus the demand for digital content.

We specifically identified 5 automotive macro trends:

1. Cars cost and will always cost more regardless of propulsion technology. There is a structural problem of rising raw material and energy costs, but also of business opportunity: manufacturers have realized that it pays to sell less and better. Because there is much more money to be made.
2. Product (new) shortages and consumer uncertainties about the energy transition process applied to mobility are pushing people and companies to lengthen car replacement cycles. The idea that after 3-4 years the car is not "already old" today is acceptable even to those who used to change their cars every two years. The used car market is revalued as a result, and the reconditioning business could grow.
3. The market is bound to contract in terms of new registration volumes, and the number of cars on the road will also shrink at a trend. The reduced number of cars on the road will be offset by further development of new "mobility consumption" formulas (carpooling, advanced car sharing, mix of integrated mobility services, etc.).

4. Media (and political) confusion about the transition is generating new waves of skepticism about electric mobility that will impact the market in the short term. In Italy much will also depend on the orientation of the new government. The only certainty is that the demand for information/training on the topic will grow because people need to “get the hang of it.”
5. The winds of the energy crisis will change people’s demand for mobility and consequently the demand for information. There will be reduced focus on product and increased focus on anything that promotes efficiency of use on which operating costs depend (infotelematics, mobility planning apps, cost comparators/subscriptions, etc.).

A contextual revolution invests digital information following the exploit of the creator economy fueled by the success of social platforms such as TikTok and more generally by the spread of “quick videos” (shorts, Reels, etc.), that is changing the consumption habits of motoring information. In the last 12 months, the rise of numerous independent content creators has multiplied the supply of alternative content to the “road tests” produced by specialized publishers.

The driving themes change by platform with different nuances and are influenced by the above macro trends.

Alessandro Lago
Director of Motor1.com Italy

Sources:
[Motor1.com](https://www.motor1.com)
[UNRAE & MIT](#)

RANKING CHARTS

Youtube

The results of the 2023 report confirm the success of YouTube channels that offer programming focused on passion topics. Classic car tests are the most successful evergreen topic, hence the first placement obtained by Davide Cironi and the rise of Gabriele Sirtori (GASl garage) which addresses the topic from the point of view of the “hyper expert” mechanic. Noteworthy is the success of two channels devoted to mere entertainment such as Alberto Naska, a champion of storytelling in the world of racing, and Carmagheddon, a group of enthusiasts specializing in crazy road tests to say the least.


















YOUTUBE RANKING CHART

	NAME 	REACH 	ER% 	AGE 	MAN 	WOMAN 	BEST CONTENT 
1	DAVIDE CIRONI <i>@davidecironi</i>	481.000	2,60%	25-34	97,15%	2,85%	
2	ALBERTO FONTANA <i>@albertonaska</i>	795.000	2,32%	18-24	94,32%	5,68%	
3	GABRIELE SIRTORI <i>@gasigarage</i>	120.000	1,61%	25-34	98,01%	1,99%	
4	CARMAGHEDDON <i>@carmagheddon</i>	571.000	1,60%	18-24	92,98%	7,02%	
5	FEDERICO PERLAM <i>@fedeperlam</i>	211.000	1,48%	18-24	97,32%	2,68%	
6	DARIO ZANI <i>@dariozani</i>	79.600	1,46%	18-24	97,45%	2,55%	
7	MATTEO TORRISI <i>@matteotorrisiofficinadelpilota</i>	102.000	0,96%	18-24	97,52%	2,48%	
8	FJONA CAKALLI <i>@drivingfjona</i>	40.600	0,85%	25-34	93,12%	6,88%	
9	ANDREA PIRILLO <i>@andrapirillo</i>	606.000	0,63%	18-24	91,87%	8,13%	
10	MARCO BRONZETTI <i>@marchettino</i>	670.000	0,57%	18-24	94,43%	5,57%	

Instagram

The ranking on this platform is only partly an emanation of the YouTube ranking. On Instagram, engagement is strongly influenced by personalism and content specificity to the point that the first place is occupied by Andrea Cartapani (Andrea Cars & More), a young engineer who dispenses technical lessons within the reach of everyone, or almost everyone. Davide Cironi's page follows and then the couple Federico Lamperti (FedePerlam) and Ginevra Dal Lago, united by automotive elaborations on YouTube, but separated by profile (successfully) on this platform.


















INSTAGRAM RANKING CHART

	NAME 	REACH 	ER% 	AGE 	MAN 	WOMAN 	BEST CONTENT 
1	ANDREA CARTAPANI <i>@andrea_cars_and_more</i>	24.600	8,89%	18-24	96,68%	3,32%	
2	DAVIDE CIRONI <i>@davidecironi</i>	139.000	5,26%	25-34	96,05%	3,95%	
3	GINEVRA DEL LAGO <i>@ginevradellago</i>	63.600	5,23%	25-34	89,06%	10,94%	
4	FEDERICO LAMPERTI <i>(@fedeperlam)</i>	148.600	5,16%	18-24	92,69%	7,31%	
5	ALBERTO FONTANA <i>@albertonaska</i>	364.000	5,10%	18-24	93,05%	6,95%	
6	ANDREA PIRILLO <i>@andreapirillo.22</i>	324.200	4,50%	18-24	91,75%	8,25%	
7	DARIO ZANI <i>@drivezone_italia</i>	28.900	4,22%	25-34	84,62%	15,38%	
8	MARCO BRONZETTI <i>@marchettino</i>	153.600	4,05%	25-34	94,08%	5,92%	
9	FJONA CAKALLI <i>@fjonacakalli</i>	52.300	2,47%	25-34	84,45%	15,55%	
10	ELENA GIAVERI <i>@elenagiaveri</i>	127.100	1,99%	25-34	60,95%	39,05%	

TikTok

The youngest and most dynamic social of the moment is changing the game by highlighting independent creators less known elsewhere and editorial themes as varied as ever. Out of everyone in this year's report stands out Francesco Traino who specializes in video trivia dedicated to supercars. Second place rewards the likability of il Deutsch, a Roman resident of Germany who judges the quality of cars (German primarily) on video and dispenses maintenance tips. Next is the profile of Fjona Cakalli (@fjonacakalli), one of the few female automotive creators also active on YouTube and Instagram.

TIKTOK RANKING CHART

	NAME 	REACH 	ER% 	AGE 	MAN 	WOMAN 	BEST CONTENT 
1	FRANCESCO TRAINO <i>@thereal_fraxx</i>	53.200	17,28%	18-24	82,00%	18,00%	
2	IL DEUTSCH <i>@ildeutsch</i>	112.800	6,75%	18-24	91,32%	8,68%	
3	FJONA CAKALLI <i>@fjonacakalli</i>	96.200	6,72%	25-34	85,35%	14,65%	
4	MATTEO TORRISI <i>@officinadelpilota</i>	16.900	6,01%	18-24	96,05%	3,95%	
5	ORANGE BULLET <i>@orangebullet300</i>	149.300	4,62%	18-24	90,74%	9,26%	
6	ERIKA CARDILLO <i>@erikacardillo1</i>	30.900	4,34%	18-24	73,65%	26,35%	
7	ANDREA PIRILLO <i>@andreapirillo.22</i>	132.900	4,05%	18-24	88,94%	11,06%	
8	DAVIDECARBLOGGER <i>@davidecarblogger</i>	78.900	3,40%	18-24	93,85%	6,15%	
9	MARCOJUSTINCAPELLI <i>@marcojustincapelli</i>	14.100	2,08%	18-24	93,25%	6,75%	
10	OCTANES GARAGE <i>@octanesgarage</i>	46.900	2,04%	25-34	95,67%	4,33%	

LIST OF INFLUENCERS



FEDERICO LAMPERTI

[@fedeperlam](#)

148.600 followers 211.000 subscribers

Fede Perlam is famous on both YouTube and Instagram for his irreverent, unfiltered style, but most of all for his addictive passion that touches motoring (almost) across the board. Born Federico Lamperti, he is accompanied by his inseparable Ginevra, with whom he shares the rhythms of life as a "motormaniac." Federico Lamperti considers himself a lucky boy who, thanks to the support of his family, since childhood has been able to vent his passion starting from two wheels, his inclination towards enduro continues to remain one of his fixations.



GINEVRA DEL LAGO

[@ginevradellago](#)

63.600 followers

Multifaceted and cheerful, Ginevra del Lago speaks about every aspect of her life on social media. Passionate about motors, but also fashion and travel, together with her boyfriend Federico Lamperti she shares her exploits, passions work with her 64k followers. In fact, she also runs Befuel, a project that offers multiple automotive industry services and is a cross between a garage and a photography studio. She is also involved in clothing sales.



DAVIDE CIRONI


[@davidecironi](#)

139.000 followers 481.000 subscribers

Davide Cironi is the founder of Drive Experience, one of the leading Italian Youtube channels dedicated to motors. Since 2013, he has organized an annual "Drive Experience Day" attended by thousands of enthusiasts from all over Europe. The books produced by Drive Experience have sold tens of thousands of copies and together with Loris Bicocchi, a historic Bugatti, Pagani, Koenigsegg and Lamborghini test driver, he founded the Drive Experience Academy, the only school in the world for test drivers. Another successful format is the interviews with world motoring legends. Finally, in 2019 he arrived on TV with two original formats on Discovery channel "Dal Pollaio alla Pista" and "Le Regine", which he directs and writes.

**ALBERTO FONTANA****@albertonaska**
 **364.000 followers**
 **795.000 subscribers**

Alberto Fontana, aka "Naska" is one of Italy's leading motorcycle youtubers. From Turin, Italy, with a degree in computer engineering and a great fan of motors, he has always dreamed of being a driver. At the age of sixteen he began with virtual racing and video editing, and in 2012 he was selected for the Abarth talent show "Make It Your Race" and won it. The quantum leap began in 2016, with his first videos on Facebook in which he talks about motorcycles: the success led him to open his Youtube channel and reach 100.000 subscribers in a few months. Since 2018, he has participated in different championships by narrating them in first person.

**DARIO ZANI****@dariozani**
 **28.900 followers**
 **79.600 subscribers**

Founder of Drive Zone Italia, Digital Content Creator and Car Tester: Dario Zani certainly does not go unnoticed, thanks to the relationship he has built with his 80k fans who follow him on YouTube. His passion for cars and his commitment to keeping his community informed about industry news have allowed him to establish himself on social media. His content, in fact, predominantly focuses on test drives of new models in every category, and thanks to his extremely detailed tests, quality reviews, and his Tone of Voice directed at both newbies and experts, his popularity is constantly evolving.

**ANDREA PIRILLO****@andreapirillo.22**
 **324.200 followers**
 **606.000 subscribers**
 **132.900 followers**

Andrea Pirillo is a Bolognese youtuber, a university marketing student and a great motorsport enthusiast. He published his first video in 2012, immediately using the vlog style but applied to enduro. Andrea is thus a motovlogger and started by attaching a camera to his helmet while riding his KTM 125. He later broadened the field to include road bikes, and since 2017 he has also started to focus on cars.



MARCO BRONZETTI

@marchettino

153.600 followers **670.000 subscribers**

Marchettino, born Marco Bronzetti, was one of the first motor youtubers in Italy, starting many years ago. Today he is one of the best known faces in the industry but when he started it was basically just a game. Over the years he also became a journalist but his specialty has always remained supercar testing. He is also famous for his passion for Ferraris and his personal 500 Abarth. He is certainly one of the few people to have driven a real Formula 1 car.



FJONA CAKALLI

@fjonacakalli

52.300 followers **40.600 subscribers**
96.200 followers

Fjona Cakalli calls herself a “blogger, TV presenter, tech influencer, YouTube creator, and digital entrepreneur”, but not necessarily in that order. In 2011 she created Games Princess, the first Italian website dedicated to video games run exclusively by women, while in 2013 Tech Princess was born, followed in 2014 by The Driving Fjona, a YouTube channel where she talks about cars in a fun, lighthearted way. Finally, in 2019 she helped co-found TechDream, a creative agency that focuses on marketing and communication.



ELENA GIAVERI

@elenagiaveri

127.100 followers

Elena Giaveri is one of Italy’s leading car influencers. From Lombardy, she graduated in Fashion Marketing & Communication at the IED in Milan. For five years she worked in the fashion industry, until in 2012, due to a bad service she received from a car repair shop that was supposed to repair her car, she co-founded PitstopAdvisor.com, the first Italian portal dedicated to the comparison of garages, tire shops, electricians, body shops and dealers. She later started collaborating with Motorionline and began her career as an influencer.



CARMAGHEDDON

@carmagheddon

221.000 followers **571.000 subscribers**

Carmagheddon was born in 2017, first as a YouTube channel and then as an Instagram page. It was founded by three friends who describe themselves as “off-the-wall car lovers.” Carmagheddon is an entertainment program in which cars that have made automotive history are tested with unconventional, extreme and spectacular tests. The Carmagheddon route involves all sorts of tests, made to the car by the three performers: Guada is the drifter and professional driver, Matte is the “unhitcher”; he is made of concrete and inside his veins circulates testosterone mixed with metal shavings. Rudos has a brain the size of an apricot but is also the best mechanic in the Po Valley!



GABRIELE SIRTORI

@gasigarage

16.800 followers **120.000 subscribers**

Gabriele Sirtori is the star of all the videos on the Gasi Garage Youtube channel, which is the creative outlet of the GA-SI automobile workshop, which also deals in buying and selling used cars. Gabriele followed in the footsteps of his father Giuseppe, who ran the garage in Sesto San Giovanni for more than 50 years. Today Gabriele devotes 80 percent of his time to repairing customers’ historic cars. He is mainly dedicated to the restoration of classic cars that are completely disassembled and reassembled, including washing, sandblasting and engine resetting. All this is narrated with great descriptive skills, right up to the final test drive.

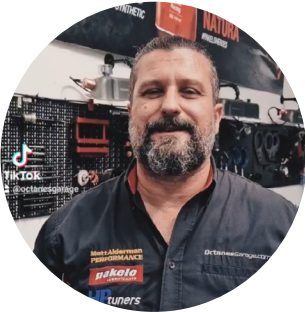


MATTEO TORRISI

@matteotorrisiofficinadelpilota

16.900 followers **102.000 subscribers**

Matteo Torrisi is the star of the YouTube channel “Officina del Pilota”, whose specialty is restoring and customizing sports cars. Matteo wanted to share his passion for motors by creating his own videos: he loves DIY and in his workshop – Officina del Pilota – he restores and customizes his cars in his spare time. He also loves to travel around different cities to find out what the best car projects are that will realise enthusiasts’ dreams.



OCTANES GARAGE

@octanesgarage

4.600 followers

46.900 followers

Octanes Garage is a Turin garage specializing in American cars, from every angle. Mechanical and body repairs, but also special parts, whole engines and complete restorations. All of this is told in the first person by Sal, who is also dedicated to in-depth discussions of technical issues, on a TikTok profile and Instagram page.



ANDREA CARTAPANI

@andrea_cars_and_more

24.600 followers

37.700 subscribers

Andrea is the founder of Andrea Cars & More, which is featured on both Instagram and Youtube. He studied materials engineering and mechanical engineering and has been sharing his passion for motoring on social since May 2019. His mission is to spread an automotive culture based on technical knowledge, being able to appreciate engineering aspects as much as sound and aesthetics.



FRANCESCO TRAINO

@thereal_fraxx

31.800 followers

53.200 followers

With his content, Francesco Traino speaks to his community of motor enthusiasts in a direct and engaging way, keeping users informed with trivia, technical details, performance and road tests. He moves between Varese and Milan, combining his passion for cars with his work in the field of law. He is especially dedicated to luxury cars and the rarest models. He boasts numerous collaborations including: BMW Italia, Mercedes Amg Driving Experience, GT3 Auto Italia, Milano Monza Motor Show, Monaco Yacht Show and Bentley Monaco.

**ORANGE BULLET****@orange_bullet300**
 **53.200 followers**
 **149.300 followers**

Orange Bullet is a staunch Abarthist and it shows on his social channels. In fact, he says he loves “almost all” cars, but in his heart (and in his videos) there is often an Abarth as the protagonist. Although he has this passion, his content is varied: the topics he covers range from technical details to special curiosities. His videos have a unique style, and his ability to engage users can be seen in his views on TikTok. Talking about cars for him is like driving his 595 Abarth, of which he is very proud. Call him Orange.

**IL DEUTSCH****@ildeutsch**
 **7.300 followers**
 **112.800 followers**

Il Deutsch's TikTok and Instagram profile picture speaks for itself: he is an Alfa Romeo enthusiast. He also covers many other cars and brands in his content, but with a special focus on cars from the house of the Biscione. BMW, Peugeot, Maserati, and more are the stars of his feed. His stories, very focused on the technical point of view, have his travels between Rome and Munich in the background.

**ERIKA CARDILLO****@erikacardillo1**
 **5.300 followers**
 **30.900 followers**

Erika Cardillo is a creator from Genoa (who can also often be found in Monza) who has managed to surround herself with a community of fans, thanks to her spontaneity and her main hobby: cars. Her goal is to share her passion through content that rides on TikTok and Instagram trends. Her language manages to speak to GenZ and Millennials, who actively participate in commenting on her videos. She owns a latest-generation Renault Clio R.S., extensively customized, from which she draws inspiration to create content and share it with followers.



DAVIDECARBLOGGER

@davidecarblogger

 **14.300 followers**  **78.900 followers**

A great enthusiast and specialist in Formula 1 technologies, Davidecarblogger has in a short time managed to create an active and present fanbase, which he cares a lot about as he often responds to user comments, creating moments of discussion. His content focuses on the technological aspect of the cars, engaging the community with concepts and updates. He is also a big fan of telemetry analysis and software strategies.



MARCO JUSTIN CAPELLI

@marcojustincapelli

 **19.600 followers**  **14.100 followers**

Marco Justin Capelli is a creator who is passionate about motorsports, videomaking, and automotive photography. He owns an Abarth 500 and calls himself an Abarth Influencer, but his passion ranges across all car brands. In fact, his social profiles feature disparate content and topics, aiming to create a space where sharing and passion are at the center of everything. Videos posted cover reviews, detailed explanations of car products, and recount rallies and events.



***THE
SPANISH
MARKET***

OVERVIEW

In a world that changes by the minute, marked by small revolutions almost every day, the automotive universe is no stranger to the problems (and opportunities) we face every day. Nor is it oblivious to the silent digital revolution that is increasingly changing our habits and customs.

Therefore, if, when analyzing the evolution that the automotive world is undergoing, we were to focus only on the transformation towards new forms of electrified mobility, we would not be seeing the whole picture.

Because in addition to the ban on combustion cars, which 'threatens' manufacturers by 2035, the semiconductor crisis, the war in Ukraine, the rising cost of raw materials and inflation, which bodes ill for the future, make the horizon we are heading towards challenging... at the very least.

So much so that consumers are also reinventing themselves.

Not only by demanding more digital content, but also by changing their habits and customs. Just take a look at the new car market, with a 5,4% drop compared to 2021, to remain at 813.396 units (the worst figure in 9 years) ... but with leasing operations accounting for 26,6% of registrations during 2022.

Javier Llorente

Director of Motor1.com Spain

Sources:

ANFAC


















AE Renting

RANKING CHARTS

Youtube

The results of the report confirm the success of YouTube channels that offer programming focused on emotional topics. Hence, in-depth tests, with a different approach and of cars far removed from current affairs, such as those of Guille García Alfonsín's PowerArt channel, are especially valued by users. Also, technology-related contents, with a casual approach, such as those of CarUnPlugged, or the different and always in-depth tests of Christopher Conde (CSCondeMotor).


















YOUTUBE RANKING CHART

	NAME 	REACH 	ER% 	AGE 	MAN 	WOMAN 	BEST CONTENT 
1	KIKE GIL @KikeGTR	79.600	4,86%	18-24	97,00%	3,00%	
2	VICESAT @vicesat	3.200.000	2,09%	18-24	95,00%	5,00%	
3	CHRISTOPHER CONDE @cscondemotor	345.000	1,86%	18-24	95,00%	5,00%	
4	HACHE @ElGarajedeHache	162.000	1,84%	18-24	97,00%	3,00%	
5	AXEL REDONDO @AxelEspnur	99.200	1,34%	18-24	98,00%	2,00%	
6	DOCUMENTOS DEL MOTOR @documentosdelmotorsanti	62.400	1,14%	25-34	97,00%	3,00%	
7	WLAN73 GARAJE FUN @wlan73	37.800	1,00%	18-24	95,00%	5,00%	
8	GUILLE GARCÍA ALFONSÍN @GuilleGarciaAlfonsin83	288.000	0,97%	25-34	97,00%	3,00%	
9	SAUL LOPEZ @slcuervo	213.000	0,42%	18-24	97,00%	3,00%	
10	CARUNPLUGGED @carunplugged	40.600	0,31%	18-24	97,00%	3,00%	

Instagram

In part, the results on this platform are quite like those of YouTube, with a similar approach. However, on Instagram, engagement is strongly influenced by the personalism and specificity of the content. At the top appears Dani Clos (@daniclos_oficial), a professional driver who made it all the way to F1 and who comes close to some of the best sports cars in the world. He is followed by Mario Herraiz (@herraizm), one of the people who best approaches the daily life of a motor journalist to social networks (along with Héctor Ares (@hector_ares) or Gerard Farré (@gfarre)), ahead of Kike GTR (@kike_gtr) and his large mass of followers.








INSTAGRAM RANKING CHART

	NAME 	REACH 	ER% 	AGE 	MAN 	WOMAN 	BEST CONTENT 
1	KIKE GIL <i>@kike_gtr</i>	145.600	19,57%	18-24	94,00%	6,00%	
2	GERARD FARRÉ <i>@gfarre</i>	34.300	17,24%	25-34	95,43%	4,57%	
3	URY G <i>@_uryg_</i>	90.100	11,78%	18-24	93,00%	7,00%	
4	MARTA GARCÍA <i>@martagarcialopez19</i>	119.800	9,22%	25-34	87,50%	12,50%	
5	TONI PORTAS <i>@libe_gt4</i>	12.800	7,30%	25-34	89,91%	10,09%	
6	XAVI GARCÍA <i>@shupollobuenoahi</i>	101.900	5,78%	18-24	94,00%	6,00%	
7	HÉCTOR ARES <i>@hector_ares</i>	24.500	2,46%	25-34	87,49%	12,51%	
8	JAUME LAHOZ <i>@jaume_jlb</i>	130.600	1,94%	25-34	93,00%	7,00%	
9	DANI CLOS <i>@daniclos_oficial</i>	415.700	1,90%	18-24	92,00%	8,00%	
10	MARIO HERRÁIZ <i>@herraizm</i>	21.100	1,79%	25-34	86,50%	13,50%	

TikTok

The youngest and most dynamic social network of the moment is changing the game by highlighting lesser-known independent creators, accompanied by the most varied editorial themes. Among them all, this year highlights someone we've already talked about, Dani Clos (@daniclos) and his supercar videos. Behind him, Ury G (@_uryg_) breaks new ground, focusing on drifting, while, in a totally different register, Marta Garcia (@martagarciaracing) gives us a different point of view of the racing world.

TIKTOK RANKING CHART

	NAME 	REACH 	ER% 	AGE 	MAN 	WOMAN 	BEST CONTENT 
1	ROMANIILLOS <i>@romanillos</i>	230.100	10,75%	18-24	89,27%	10,73%	
2	URY G <i>@_uryg_</i>	262.200	6,58%	18-24	90,20%	9,80%	
3	JAVIER RIVAS <i>@javitorivas_</i>	138.500	5,89%	18-24	90,24%	9,76%	
4	SERGI MUÑOZ <i>@supercarsofsergi</i>	102.000	5,36%	18-24	87,57%	12,43%	
5	MOTOR LEKU SPORTS <i>@motorlekusports250k</i>	260.100	3,43%	18-24	94,40%	5,60%	
6	MARTA GARCÍA <i>@martagarciaracing</i>	36.300	2,52%	18-24	69,02%	30,98%	
7	DANI CLOS <i>@daniclos</i>	230.900	1,76%	18-24	91,42%	8,58%	
8	ALBER MUNCHA <i>@alberam17</i>	680.800	1,46%	18-24	97,84%	2,16%	
9	JOSUE CON JOTA <i>@josueconjota</i>	206.300	1,01%	18-24	74,40%	25,60%	
10	EXOTICS BCN <i>@exoticsbcn</i>	363.900	0,41%	18-24	93,35%	6,65%	

LIST OF INFLUENCERS



DANI CLOS

@daniclos_oficial

 415.700 followers

 230.900 followers

In addition to developing his career as a professional driver, where he even became a test driver for the HRT Formula 1 team, Dani Clos is currently one of the most prominent creators of motoring content on the national scene.

With an important presence on YouTube (where his channel has more than 1 million subscribers), TikTok and his own space on Motorsport.tv, Dani has 415.700 followers on his Instagram account, where he talks about sports cars, racing... and even motorcycles!

Distinguished by the originality of his content and the quality of his videos, his famous BMW M3 is one of the hallmarks of his account, where he also shows his family and entrepreneurial side.

One of his best-known TikTok franchises are the videos "I'm going to show you something you've probably never seen before" in which he shows interesting and rarely seen models.



MARIO HERRAIZ

@herraizm

 21.100 followers

A lover of cars, motorcycles and burgers almost equally, Mario is one of the most fresh, youthful and carefree content creators of today, with a profile in which you can discover the experiences and trips of his busy life.

While he pursues his dream of adding a Ducati 999 to his collection, his more than 21.000 followers can follow the latest news from the world of motorsport, as he is a regular at product and lifestyle presentations in the sector, where he leaves no detail untold.

After being part of the Diariomotor team for years, Mario is currently in charge, together with Jaume Lahoz, of creating the content that you can see daily on CarUnplugged, the Topes de Gama motor channel.



KIKE GIL

@kike_gtr

 **145.600 followers**

 **79.600 subscribers**

With more than 147.000 followers on Instagram and a strong presence on YouTube, the channel began in February 2018 and has reached over 79.000 subscribers and more than 8,2 million views, Kike GTR (his name couldn't be more accurate) describes himself as an entrepreneur, although for car lovers the most striking thing is his collection of sports models with both two and four wheels. Although he is focused on digital marketing, he considers himself a lover of the motor world since birth. And it's enough to take a look at his profile to see that's true.

Passionate about drifting, technology and a trainer at CursosEcom.com, the star of his profile is the incredible Skyline R34 that he keeps in his garage, along with a Porsche 911 GT3 RS, an Audi RS 6 Avant, a Mitsubishi Lancer Evo IX... or a Honda Monkey 125.



GERARD FARRÉ

@gfarre

 **34.300 followers**

A journalist by profession, Gerard is one of the most recognizable faces of Coches.net and its YouTube channel, where every month thousands of users watch his tests or learn about the latest news in the automotive world.

But through his Instagram profile, with almost 38.000 followers, Gerard displays his curious vision and knowledge about the automotive world, always with humor and a deep petrolhead stamp, while sharing his experiences with some of the most famous hypercars and classic cars in the world.

Cars, motorcycles, miniatures, prototypes, circuits, incredible roads... and even trucks! Everything has a place in his profile, where he also has a preferential 'daily' of choice: a BMW 328i (E46), which he has a great time with as soon as the first snowflakes fall.



HÉCTOR ARES

@hector_ares

24.500 followers

Editor at Motorpasión for more than 14 years and responsible for communications at Goodyear Iberia, Hector is one of those people whose days seem to have 25 hours. Because in addition to his multiple tasks and obligations, he still has time to provide content to an Instagram profile that has 24.500 followers.

A car and motorcycle lover and expert installer of child safety systems in cars of all types and conditions, Héctor has been writing about the automotive world for two decades. And now, interacting like no one else with his followers, through his constant rounds of questions.

What can you find in his profile? From the test of the latest supercar to hit the market, to a visit to the secret warehouse of the Porsche Museum, to the 'unpacking' of a model as special as the BMW M4 CSL or the test of a World Champion as the CUPRA e-Racer.



JAUME LAHOZ

@jaume_jlb

130.600 followers

With more than 130.000 followers and the founder of Topes de Gama, a reference point channel when talking about technology, in Jaume's case we find ourselves in front of a real expert when it comes to his Instagram content.

And although his forte has always been technology, he is increasingly connected to automotive content (after all, both worlds are closely linked). A new landscape on which he has focused, above all, as a result of the launch of CarUnplugged, where he shares the limelight with Mario Herraiz.

In addition, he has recently also made the leap to eSports with TDG Racing Team, the official team of Porsche Spain, where he serves as Team Principal.



MARTA GARCÍA

@martagarcialopez19

 119.800 followers

 36.300 followers

When we talk about Marta García, we are talking about a creator of motor content focused more on the competition than on the product. No surprise considering that we are dealing with a professional driver.

In fact, at the same time that her professional career has been ascending, up to the W Series so has her content, which has been able to show, always from a casual point of view, the day-to-day life of an elite driver.

And her good work is demonstrated by the almost 120.000 followers of her official Instagram profile and almost 36.000 followers of her official TikTok, which lists one of her motivations as "to inspire women to fight for the unthinkable".



XAVI GARCÍA

@shupollobuenoahi

 101.900 followers

Describing himself as an entrepreneur and motor enthusiast, Xavi García is the founder of #ratsquad, the YouTube channel and website of the same name where different lifestyle products related to his interests are offered.

Followers on Instagram? No less than 102.000. And while this may not be your profile if you're looking to keep up with the latest news from the world of motorsport, it is for all lovers of speed, simulators... and drifting.

A regular content creator for YouTube, he shows his day-to-day life buying and preparing cars, analyzing components, talking about his projects... and, above all, enjoying his Nissan Silvia S13.



TONI PORTAS

@libe_gt4

 **12.800 followers**

Toni (or libe_gt4) couldn't have chosen a more appropriate name for his Instagram profile, where he has 12.700 followers, as the GT4 moniker marks almost all of his content. In fact, don't look for general motoring news or the latest news on his profile, as it's devoted almost exclusively to two models: a GT4-style BMW M4 Coupe and a Porsche 718 Cayman GT4. And although lately it seems that the activity of the profile has dropped quite a lot, it is still a reference point for those who want to prepare a copy of the German coupe... or recall their experiences.



CARUNPLUGGED

@CarUnplugged

 **40.600 subscribers**

Despite its short lifespan, since the channel was born in June 2020 it already has 40.500 users and more than 7,2 million views. All in a space created by Mario Herraiz and Jaume Lahoz, founders of the channel.

Mario comes from the world of the specialized online motor press, as he participated for years in other media such as Diariomotor. The news and product tests have been the backbone of the channel since its beginnings, although we can also find other types of videos focused on novelties, news, shows or lifestyle.

With a colloquial, fresh and casual language, Mario makes videos that range from 5 to 25 minutes, but even in the most extensive tests they never exceed 30 minutes in length.

In addition to cars, the channel also includes motorcycle tests, F1 analysis, as well as other current topics such as fuel prices. Special interest is also given to the 'short' format and live broadcasts, which are increasingly in demand.



**GUILLE GARCÍA
ALFONSÍN**

@GuilleGarciaAlfonsin83
 ▶ **288.000 subscribers**

This is one of the most interesting channels on YouTube due to the special connection of its creator with knowledge related to the world of motorsport. Over the years, Guillermo has worked as a journalist, communication director of FCA Spain and, currently, as a university professor, a task that he combines with the direction of this motor channel.

It was created in August 2011 and since then it's had 59,6 million views in total, with 289.000 users. As its creators define it, it is a place to find documentaries and reports on motor-related topics. From technique to tests, races from the inside, preparations and modifications, routes... and many other things.

The main interest of this channel, where tests abound, is that they combine current news with special classics. But we can also find interesting technical tips as well as more timeless entertainment reports, and always with the car as a common thread.



**CHRISTOPHER
CONDE**

@CSCondeMotor
 ▶ **345.000 subscribers**

With his channel created in 2013, Christopher is a young car enthusiast who already has 346.000 subscribers and whose videos already have 109.174.626 views in total. As he himself defines it, his channel aims that at the end of the video the viewer has the feeling that he himself has been inside the car. In the descriptions he provides all the information of the models recorded/tested and an index to be able to skip to the parts the viewer finds most interesting. In his videos you can find all kinds of topics, from tests of current cars, through restoration of classic vehicles, two and four wheels, as well as a series of practical tips for the maintenance of the vehicle or the installation of sound elements or consumer technology.

As for the presentation of the videos, they are usually in first person voiceover, although he also appears in front of the camera. Their duration varies but they usually exceed 30 minutes, and can reach up to 1 hour. On some occasions the videos are recorded inside an official dealership, although he also records in his private garage/workshop.



DOCUMENTOS DEL MOTOR

[@documentosdelmotorsanti](#)

 62.400 subscribers

Here we find a channel that revolves around the so-called classic models marketed between the 50s and 90s. Born in 2015, currently it has 62.400 subscribers and, in total, has had 11,7 million views. From the description of the channel we can see that Documentos del Motor is dedicated to reliving the history of the automotive industry through its stars. To do this, the videos review the history of each of the cars, always peppered with contemporary materials (commercial information, advertising, magazines...) and trying not to lose sight of the circumstances in which the automobile lived. It always begins with the historical evolution of the model, followed by an analysis of its bodywork, interior and mechanics, and finally offering various tests and comparisons from the motor press. The channel has the support of collaborators such as the Museum of Automotive History of Salamanca (MHAS), the insurance brokerage Sergio Romagosa and the company Recambio Clásico, which help to enable this exciting project.



VICESAT

[@vicesat](#)

 3.200.000 subscribers

This is the motor channel with the most subscribers in Spain today, at over 3 million. The channel was born in 2011 and since then its content has been growing gradually. The description of the channel is quite succinct, but at the same time loose and open, leaving many potential topics to be addressed. In this way its creator asserts that he tries to upload useful videos about technology and motoring, and that he only does what he likes and teaches what he knows. Regarding the subject matter, we can find everything from restoration of classic vehicles, through current events, tests of all types of vehicles or lifestyle videos, showing his day to day life. The theme is somewhat anarchic, with an almost equal distribution of content based on automotive and non-automotive technology. And that may be where part of its success lies.



HACHE

@ElGarajedeHache

▶ 162.000 subscribers

With 162.000 subscribers currently, the channel was created in November 2017 and has more than 7,5 million views in total, with very diverse subjects, which we could summarize as mechanics, tips, the BMW world, 4x4 and drift.

In this case, technology is not as present as with other content creators, focusing mainly on the automobile as the axis of his creations. Whether it's preparing a car to compete in disciplines such as drifting, trips to mythical circuits to ride in a race car or explaining step by step how the process of buying and selling a vehicle works, you can find a little bit of everything.

Given his technical knowledge, he has many video tutorials to solve specific mechanical problems, such as painting bodywork, removing rust or transforming various mechanical elements. Interaction with subscribers also plays an important role in this channel.



SAÚL LÓPEZ

@slcuervo

▶ 213.000 subscribers

This is a very intriguing motor channel, since it started out being practically monothematic, being about Tesla and its models. It was created in October 2013 and since then it already has more than 213.000 subscribers, exceeding 70,6 million reproductions of all videos.

Saúl López is of course an expert on Tesla, although over time he has been expanding his knowledge and creations to the world of electric vehicles in general.

Currently an owner of a Tesla Model 3, in Saul's channel you can find experiences and almost daily trips aboard his 100% electric model, as well as references to other market developments from other manufacturers. Motorcycles, bicycles or cars, everything with a battery and electric motor is of interest to Saul, who has never give up offering users tips, very useful for those who are approaching the world of electric mobility for the first time.



WLAN73
GARAJE FUN

@wlan73

▶ 37.800 subscribers

Created in December 2016, Wlan73 has achieved a total of 7,6 million plays of his videos and has a total of 37.800 subscribers, a figure that places him in the middle/lower part of this top ten. The main mission of its creator, as he explains in the channel's description, is to entertain through humor. In fact, there is no defined theme that structures the channel itself, beyond recordings focused on the experience of owning, maintaining and modifying one or more cars. The owner's BMW M4 takes up a large part of his latest recordings, although there is also room for videos dedicated to his older vehicles: a Nissan 370Z, a Honda S2000 or an Audi TT.

The duration of his videos almost always ranges between 15 and 25 minutes, offering topics related to mechanics and not so focused on news related to the automotive world.



AXEL REDONDO

@AxelEspxnur

▶ 99.200 subscribers

Another example of a channel with a very specific theme that, little by little, hosts other types of content more related to current affairs or to pure and simple product. This is a channel created in 2011, which now has 99.100 subscribers and already has more than 29,2 million views.

In this case, the vast majority of videos created by Axel Reondo are about a specific circuit and its famous laps (although there are more): the German Nürburgring circuit. And if there is a brand that stands out above the rest that is BMW and, in particular, its M models.

In short, Axel Espxnur is the work of a great fan and creator of the EspxNur community, which is arguably the largest Spanish community of fans of the Nürburgring circuit. In his videos you will find all the information you need to know about the German circuit and recently you can also watch tests of current sports models.



URY G

@_uryg_

 **90.100 followers**

 **262.200 followers**

If creating your own machine to enjoy the world of drifting step by step is a dream of yours, then Ury G is an essential profile to follow. And this is demonstrated by his latest project.

After all, his nearly 90.000 followers on Instagram, and more than 260.000 followers on TikTok are able to experience the process of buying and preparing his latest acquisition, a Nissan Silvia S15, which is gradually taking shape.

Until the time comes to see the model in full, you can always take a look at his profile and discover his skills behind the wheel of his Nissan 350Z... or with his preparation and repair work. Like Xavi Garcia, he has his own online merchandising store.



ROMANILLOS

@romanillos

 **230.100 followers**

Romanillos has very fresh and easy to consume content on TikTok, as is the norm on this social network.

His pieces on high-end cars recorded on the street have more than 230.000 followers and his ability to go viral means that his account has more than 3,5 million likes.



JAVIER RIVAS FERNAND

@javorivas_

138.500 followers

A very original channel in which the comedian and monologist Javier Rivas mixes comedy videos with some of his own monologues focused on the automotive world. In one of his best-known video franchises, "Menos que coches", he does a funny imitation of the well-known Telecinco TV show. With almost 140.000 followers, it is one of the most followed accounts by Spanish car enthusiasts.



MOTOR LEKU SPORTS

@MotorLekuSports_Official

216.100 followers

An account that mixes humorous videos related to the motor world with car maintenance and customization tutorials and with pieces showing special or high-end vehicles. His versatility and the different areas he covers, almost always related to the automobile, make him one of the influencers with the greatest presence in this network, thanks to his 260.000 followers and more than 5 million likes.



SERGI MUÑOZ

@supercarsofsergi

102.000 followers

Not all of Sergi's videos on TikTok are car related, but an important part of his content is car stories, many of them mixed with another of the main themes of his account: travel. He has 102.000 followers to an account where he does not update the content very often, but it is clear that he has left a mark among the followers of the automobile on this social network.



ALBER MUNCHA

@alberam17

680.800 followers

He calls himself "The Tiktoker of cars". An account in which Alber chases supercars wherever he goes, with a predilection for Lamborghini and Ford Mustang, although in his videos you can also admire Ferrari, Bugatti, Audi or BMW models.

His more than 600.000 followers make him one of the most recognized tiktokers in the Spanish-speaking world of automobiles, with highly-appreciated content, as evidenced by his 13 million likes on his stories.



JOSUE CON JOTA

@josueconjota

206.300 followers

Josue is a specialist in cleaning products to leave cars spotless before taking them out for a drive.

This Tiktoker gives us cleaning and maintenance tips in his videos as well as offering his own brand of cleaning products. A facet of this world that has nothing to do with the performance of cars, but that has many followers, as his more than 200.000 dedicated followers on this social network show.



EXOTICS BCN

@exoticsbcn

363.900 followers

With a very detailed content, Marc of Exotics BCN shows us stories about cars in which he mixes news, curiosities, tests of some models and previews of news or concepts.

The more than 360.000 followers of his TikTok account, together with the variety and quality of his content, make the ExoticsBCN account one of the most important in the automotive world on the Chinese social network.

Powered by:

motor1.com

Motor1.com, is a global car magazine and the first YouTube, Instagram and TikTok channel on automotive in Italy. Motor1.com is part of Motorsport Network, the world's largest publishing group of specialized motoring information on Automotive (product) and Motorsport (racing).



An agency specialized in the creation, production and distribution of campaigns with influencers. Our pillars are: data driven approach, strategic vision and a creative soul.

 www.flu.agency



motor1.com www.motor1.com



motor**1**.com

