AUTOMOTIVE CREATOR STUDIO · @ALAN_ENILEEV

ALAN ENILEEV

From Need for Speed World Champion to the front row of the world's automotive premieres. World premieres, social-first formats and production for automakers.

1.18B
REEL VIEWS SINCE 2021

2M+
INSTAGRAM FOLLOWERS

185M+
VIEWS ON 10 BRAND CAMPAIGNS

AT A GLANCE

THE 60-SECOND VERSION

Alan Enileev and his team are among the first media faces at automotive world premieres. They build social-first formats that travel and amplify launches through a network of leading car accounts.

1.18B

Organic views on 1,044 Instagram reels

JUL 2021 – OCT 2026 · INSTAGRAM

2M+

Instagram followers · 23,000+ posts

@ALAN_ENILEEV

98.8K

YouTube subscribers, English channel

@ALAN_DRIVES · TOP VIDEO 9.9M

185M+

Organic views on 10 brand campaigns

FORD, BUGATTI, MERCEDES-BENZ, CADILLAC AND MORE

15

Reels above 10M views · 185 above 1M

INSTAGRAM, OCT 2026

414K

Average views per reel, last 12 months

114 REELS · MEDIAN 212K

DELIVERED FOR

FORD · BUGATTI · MERCEDES-BENZ · CADILLAC · MERCEDES-AMG · KIA · CHEVROLET · LAMBORGHINI · DELTA · PORSCHE



WCG 2006 · MONZA · GOLD MEDAL

STORY

FROM THE GAME TO THE GRID

2006	**WORLD CHAMPION, MONZA** Need for Speed: Most Wanted, World Cyber Games 2006, Autodromo Nazionale Monza. Age 17.
2007	**BRONZE, SEATTLE** Third place at World Cyber Games 2007.
Media	**MAGAZINES AND TV** Leading automotive magazines and two own TV shows about cars. Own race team in European series.
2014	**OLYMPIC FLAG BEARER** One of eight people chosen to carry the Olympic flag at the opening of the XXII Olympic Winter Games.
Today	**CREATOR STUDIO** One of the first automotive influencers. Now on site at world premieres, first drives and closed launches.

AUDIENCE

THE INDUSTRY WATCHES TOO

Followers include official automaker accounts and the people who build and buy these cars, next to millions of enthusiasts.

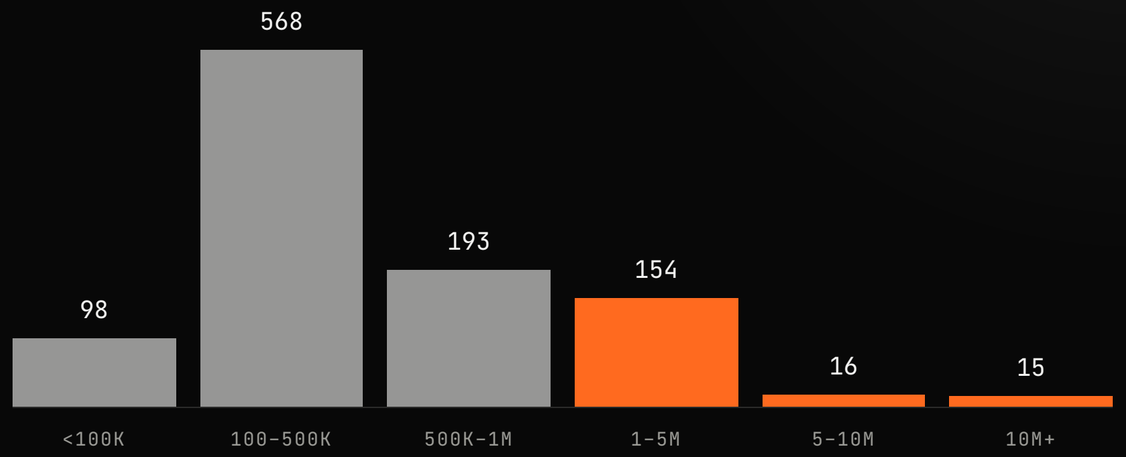
Official automaker accounts | Collectors | Designers | Engineers

Journalists | Industry executives | **Millions of enthusiasts**

INSTAGRAM	2M+	@ALAN_ENILEEV
YOUTUBE	98.8K	@ALAN_DRIVES

Country, age and gender breakdown from Instagram Insights is shared with brands on request.

1,044 INSTAGRAM REELS BY ORGANIC VIEWS

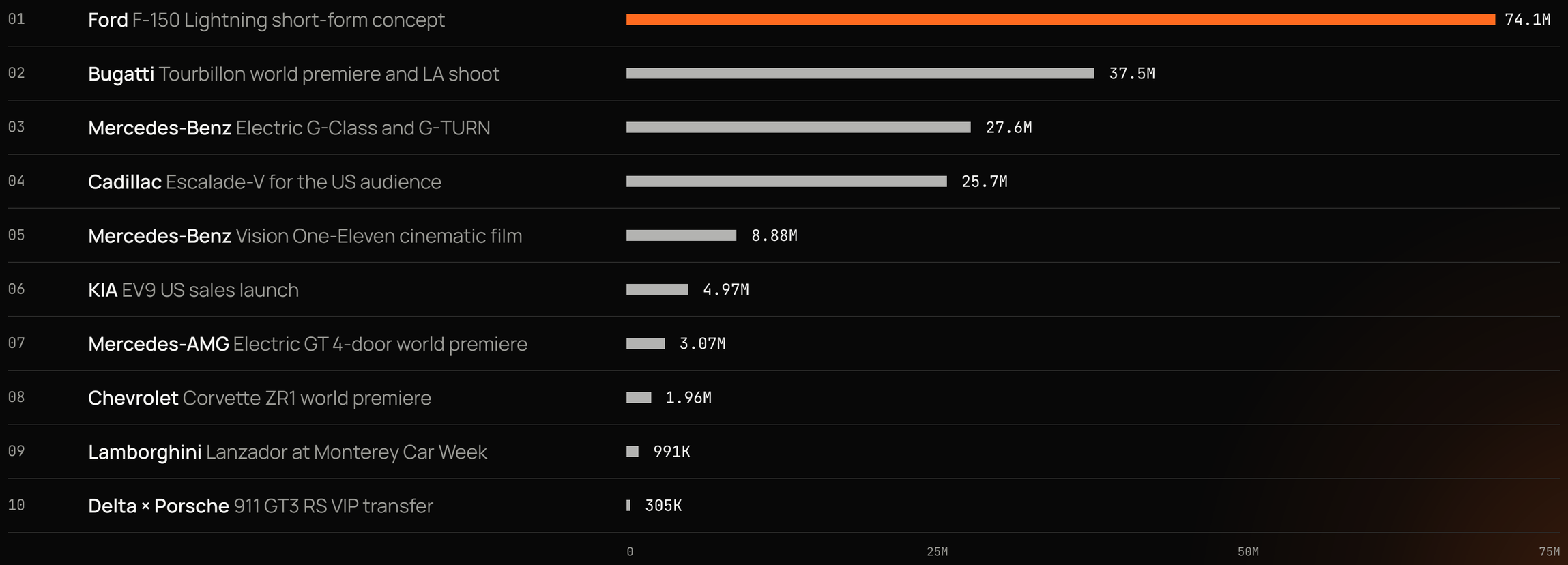


185 reels crossed 1M organic views. 31 crossed 5M. Source: Instagram public play counts, Jul 2021 – Oct 2026.

RESULTS · 185M+ ORGANIC VIEWS

EVERY CAMPAIGN, TO SCALE

Organic views per brand reel. Each row links to the original post.



LAUNCHES THAT TRAVELLED



FORD · DEC 2023

F-150 LIGHTNING SHORT-FORM CONCEPT

CONCEPT

A short-form concept designed to stop the scroll in the first second.

RESULT

The best-performing promotional content for the F-150 Lightning.

74.1M views | 793K likes

WATCH THE REEL



BUGATTI · JUN 2024

TOURBILLON WORLD PREMIERE AND LOS ANGELES SHOOT

TASK

Cover the Tourbillon's world premiere and produce photography for Bugatti's official channels.

EXECUTION

Premiere reel as a collab with @bugatti.fanclub and @supercarspoting, plus a premium photo shoot in Los Angeles.

37.5M views | 573K likes

WATCH THE REEL

PREMIERES AND LAUNCHES



MERCEDES-BENZ · JAN 2024

ELECTRIC G-CLASS AND G-TURN

TASK

Mercedes-Benz invited 15 of the world's top automotive creators to the premiere of the electric G-Class.

CONCEPT

The reel is built around G-TURN, the G-Class turning on the spot, filmed on the Las Vegas Strip.

27.6M views | 870K likes

Top reel of 15 creators

WATCH THE REEL



CADILLAC · FEB 2023

ESCALADE-V FOR THE US AUDIENCE

EXECUTION

A short-form reel on the supercharged 6.2 V8 Escalade-V, published as a collab with @luxurylifestylemagazine.

RESULT

The strongest US reach in the portfolio.

25.7M views | 1M likes

WATCH THE REEL

CONCEPTS AND PRODUCTION



MERCEDES-BENZ · JUN 2023

VISION ONE-ELEVEN CINEMATIC FILM

CONCEPT

A cinematic film shot with smoke around the Vision One-Eleven concept car.

8.88M views | 1.3M likes

WATCH THE REEL



KIA · MAR 2023

EV9 US SALES LAUNCH

TASK

Support the start of EV9 sales in the US.

EXECUTION

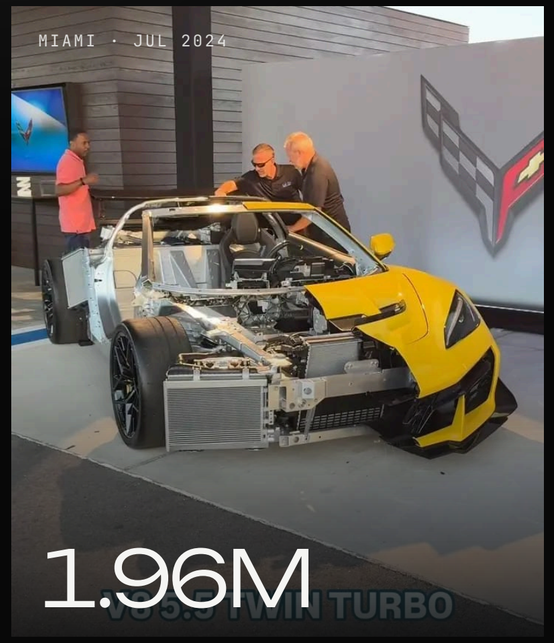
An ASMR reel, plus a photo package and video reviews.

4.97M views | 70K likes

WATCH THE REEL

ON SITE, UNDER EMBARGO

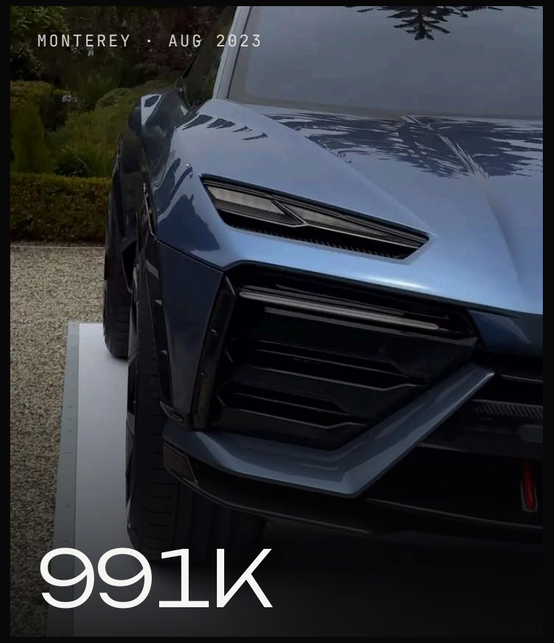
World premieres, car weeks and brand experiences.



CHEVROLET · GM

CORVETTE ZR1 WORLD PREMIERE

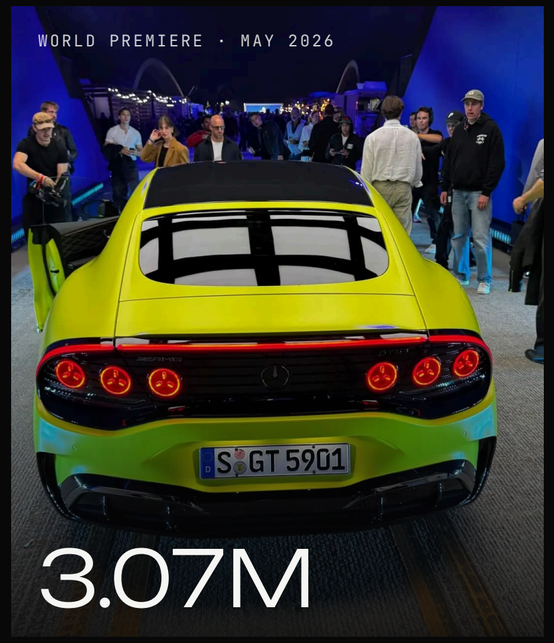
Filmed on site under embargo at GM's world premiere in Miami.



LAMBORGHINI

LANZADOR CONCEPT

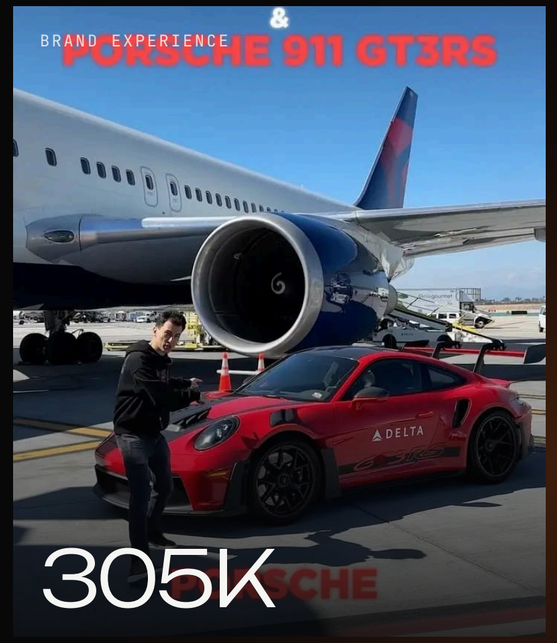
Shot at Lamborghini's private villa during Monterey Car Week. A second Lanzador reel reached 6.37M.



MERCEDES-AMG

ELECTRIC GT 4-DOOR

Collab post with @carlifestyle and two more accounts: 2.21M accounts reached, 51K shares.



DELTA × PORSCHE

911 GT3 RS VIP TRANSFER

A VIP transfer between flights, told as one story from gate to gate.

REELS THAT WENT VIRAL ON THEIR OWN

The formats brands book are tested on the account every week. Eight of the 31 reels above 5M views.



Rolls-Royce with @chebotarev_evgeny



Pair drift, US style



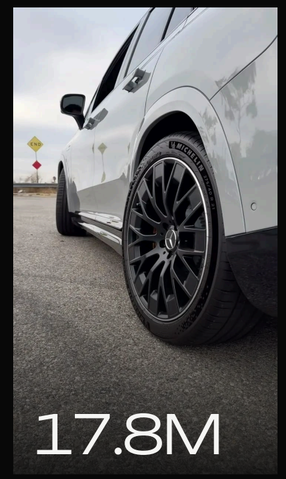
Rezvani Vengeance



Ferrari Purosangue vs AMG G 63



KIA EV6 sound design



617 hp AMG EQE SUV



KIA Telluride V6



Mercedes-Benz CLA × Hot Wheels

FORMATS

WHAT A BRAND CAN BOOK

Formats combine. A premiere reel can ship with a photo package and a collab post on partner accounts.

WORLD PREMIERE COVERAGE

On site at the reveal. Filmed under embargo, published when the car goes public.

CORVETTE ZR1 · MIAMI

SOCIAL-FIRST CONCEPTS

Short-form reels built for the first second: ASMR, cinematic and feature-led.

F-150 LIGHTNING · 74.1M

BRANDED PRODUCTION

Photo and video produced for the brand's own channels.

BUGATTI · LOS ANGELES

CREATOR NETWORK

Collab posts with leading automotive accounts in the US and worldwide.

AMG GT · 2.21M REACHED

LONG-FORM REVIEWS

In-depth reviews on the English-language YouTube channel.

REZVANI VENGEANCE · 9.9M

TEST DRIVES

Driving content filmed on road, the car in motion and in detail.

PORSCHE ACTIVE RIDE · 8.5M

EVENT COVERAGE

Launches, car weeks and private previews, from arrival to reveal.

LANZADOR · MONTEREY

BRAND EXPERIENCES

The whole customer journey told as one story.

DELTA × PORSCHE

LAUNCH PARTNER

One model launch end to end: premiere, first drive, follow-up.

MODEL-YEAR SERIES

A planned series across a model's first year on sale.

AMBASSADORSHIP

A long-term content calendar, events and exclusivity terms.

RATES ON REQUEST

Scope, timing and exclusivity set the price. Send a brief and get a proposal within 48 hours.

NEXT STEP

YOUR NEXT LAUNCH, ON THE FRONT ROW

The car, the date, the market and the goal are enough to start. Briefs under NDA welcome.

01	02	03	04	05
BRIEF	**CONCEPT**	**PRODUCTION**	**PUBLICATION**	**REPORT**
Car, date, market, goal. NDA first if required.	Formats, shot list and publishing plan for approval.	On site or on location, including under embargo.	On the agreed date, solo or as a collab with partner accounts.	Reel-level statistics from platform insights.

INSTAGRAM DIRECT MESSAGE	YOUTUBE, ENGLISH CHANNEL	REPLY TIME
@alan_enileev	@alan_drives	Within 48 hours