

LUKE LOLLAR

TRUCKS · TRAILS · ARIZONA — OVERLAND & OFF-ROAD CREATOR, PRESCOTT AZ

955 YOUTUBE SUBSCRIBERS	~900 / 2,300 MEDIAN / AVG VIEWS, RECENT LONG-FORM	2.2% ENGAGEMENT (LIKES + COMMENTS ÷ VIEWS)	310K LIFETIME VIEWS
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Stats as of September 1, 2026 · recent long-form range 139–12,091 views · live figures at lukelollar.com/brands

THE CHANNEL

Real overland trips through Arizona high country — truck builds, camp life, and honest gear testing, filmed the way it actually happens. Videos reach well outside the subscriber list: the best recent trip pulled 12,000+ views against under a thousand subscribers. A niche, high-intent audience actively shopping the gear they see tested.

THE RIGS

Toyota Tacoma TRD Off-Road (42-part documented build: C4 Fabrication, King, Icon, Deaver, Baja Designs, iKamper, Warn) and 4Runner TRD Off-Road. Full build sheet: lukelollar.com/build

THE TERRAIN

Sedona red rock, the Bradshaw Mountains, Verde Valley, and the Arizona Strip — snow, rock, mud, and desert heat on one channel. Interactive trail map: lukelollar.com/trails

DELIVERABLES

- Dedicated videos & product integrations
- Instagram Reels, stories & photo sets
- Real-trip gear testing & honest reviews
- Long-term brand ambassadorships
- 16:9 and 9:16 formats; licensing per campaign

TRUST & COMPLIANCE

- All sponsored content disclosed per FTC guidelines
- Tread Lightly!® 101 certified
- Live, verifiable stats at lukelollar.com/brands

CONTACT

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