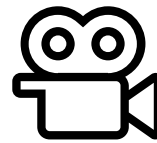




**37000+**  
subscribers



**10 million+**  
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**30000 hours+**  
hours watch time/month

## LUDICROUS FEED

Ludicrous Feed is a Sydney-based YouTube channel showing daily life as an Australian family with an electric vehicle.

Tom provides straightforward candid insights into key issues around EV adoption such as vehicle range, charging infrastructure and road trip planning.

The channel started in 2018 after Tom purchased his Tesla Model S. The weekly live stream provides an opportunity for audience members to engage with others from the EV community as well as to stay up to date with the latest industry news. Tom also has a Tesla Powerwall 2 coupled with rooftop solar and has reviewed many other electric vehicles for the channel including brands such as BYD, Geely (Polestar, Volvo, Zeekr, Smart), Hyundai Motor Group (Hyundai, Kia, Genesis), SAIC (MG, LDV), GWM, Stellantis (Peugeot, Fiat, Abarth, Jeep), VW Group (Cupra, Skoda), BMW Group (Rolls Royce, Mini), GM (Cadillac), Ford, Toyota, Subaru, Nissan, Renault, Xpeng, Chery and Deepal.

 [Watch on YouTube](#)  
 [tom@ludicrousfeed.com](mailto:tom@ludicrousfeed.com)

50% Australian viewers  
85% 25-65 years | 95% male  
6% Click Through Rate