Autocar Youtube Channel Motors To 200m Views

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- **479,910 subscribers**
- **308 million minutes of film watched**

Autocar's YouTube channel has soared past 200 million views, cementing its position as one of the leading makers of automotive videos.

The landmark was reached across a total of 856 videos made by the Autocar team. In total 479,910 people now subscribe to the channel, ensuring that they are notified every time a new video goes live.

Growth of the channel has accelerated especially rapidly in recent years, with a staggering 43 million video views racked up in 2014. In total 308 million minutes of film have been watched.

The most popular video made to date, with 7,177,120 views, is a drag race between a Porsche 911 GT2 and a Corvette ZR1. Second, with 6,349,009 views, is an Ariel Atom V8 vs 600bhp rallycross Citroën DS3 vs BMW HP4 superbike shootout. In third, with 5,466,680 views, is a head-to-head between a McLaren P1, a Porsche 918 Spyder and a Ducati 1199 Superleggera.

Autocar editor Jim Holder said: "As we continue to evolve Autocar, embracing the long history of the brand to steer us safely into the future, it's hugely encouraging to see the videos we make about the latest and most exciting creations the automotive industry has to offer reach so many people.

"This milestone reinforces the authority of the Autocar brand in the sector and demonstrates our audiences' relentless appetite for the high-quality car reviews and tests synonymous with the Autocar brand."

For more reviews and content, please visit https://www.youtube.com/user/autocar.

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About Autocar

Autocar is the essential news, entertainment and reference magazine for committed car buyers and enthusiasts everywhere.

It specialises in revealing the secrets of new cars, while its famous road tests – invented by the magazine in 1895 – are used by industry and consumers alike as the authoritative benchmark.

Autocar's readers are recognised as the most influential in the UK. The knowledge they glean from the magazine and pass on leads to thousands of car purchases a year.

Autocar now has 13 editions worldwide, and its fast-growing website means Autocar now has 3.3 million readers a month, viewing 12.9 million pages. Around a third of those readers are viewing on mobile devices.

Meanwhile, Autocar's YouTube channel has become the most authoritative motoring video site in the world, garnering 43 million views in 2014, 479,000 subscribers and 308 million minutes of film watched.

For further media information, please contact Performance Communications:

Greg Cartwright
Tel: 0208 541 3434
Mob: 07805 110382
Email: greg@performancecomms.com

Andy Bothwell
Tel: 0208 541 3434
Mob: 07825 703505
Email: andyb@performancecomms.com

Richard Tanner

Tel: 0208 541 3434
Mob: 07876 762345
Email: richard@performancecomms.com

Company Contact:

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