

Throttle Lan

Auto DIY Creator | Reviews, Repair, Restoration & Garage Life

I create hands-on automotive DIY content — repairs, maintenance walkthroughs, budget builds, and honest tool/part reviews — for an audience of everyday car owners and garage hobbyists who want to fix things themselves instead of paying shop prices.

Audience & Reach

21K

TikTok Followers

12K

Instagram Followers

<1K

YouTube Subscribers (fast growing)

Owned Audience — Beyond Social

Social reach is only part of the story. ThrottleHolic.com gives brands a direct, algorithm-proof line to a warm, high-intent audience of car owners actively searching for repair help and product recommendations.

500+

Email Subscribers — engaged, opt-in auto DIY audience

SEO

ThrottleHolic.com ranks organically & drives passive, ongoing traffic

This means partnerships can extend beyond a single post — think newsletter features, dedicated blog reviews, or embedded affiliate links that keep earning long after the campaign ends.

Content Pillars

- Step-by-step repair & maintenance tutorials (brakes, fluids, diagnostics)
- Budget builds & project car updates
- Tool and parts reviews / unboxings
- "Don't get scammed at the shop" tips & explainers

Why Work With Me

- Highly engaged, niche-specific audience of car owners and DIYers — not passive scrollers
- Strong engagement rate relative to follower count across TikTok and Instagram
- Authentic, trust-based product integrations — I only feature tools/parts I'd actually use
- Fast turnaround and flexible content formats (Reels, TikToks, Shorts, static posts)

Partnership Options

- Sponsored TikTok/Reel (dedicated feature)
 - Product integration within a repair/DIY tutorial
 - Multi-post campaigns / brand ambassadorships
 - Affiliate / discount code partnerships
 - Newsletter feature or dedicated blog review on ThrottleHolic.com
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Let's work together

Email: throttle@throttleholic.com

TikTok: [@throttleholicautodiy](https://www.tiktok.com/@throttleholicautodiy)

Instagram: [@throttleholicautodiy](https://www.instagram.com/throttleholicautodiy)

Website: [ThrottleHolic.com](https://throttleholic.com)