

SPONSOR IMPACT REPORT



The oil routine on a 1978 F-150 across America: the on-camera moments, the YouTube, Instagram and Facebook footprint, and the asset library built for AMSOIL.



THE VALUE IN ONE VIEW

AMSOIL rode along, on camera and in the credits

The value is in frequency (the AMSOIL credit is on every upload found), story relevance (the oil check and top-off were filmed as part of the maintenance story), and the depth of a 19-film series. The credited posts span April 29 to September 2, 2026.

REPORTED 2026 PLATFORM VIEWS

233.7K

215,102 YouTube views and 18,620 Facebook views on AMSOIL-credited posts. Instagram does not expose plays on its web surface. Not unique viewers.

AMSOIL-CREDITED POSTS

189

104 YouTube uploads, 82 Instagram reels and 3 Facebook reels carry the AMSOIL credit in their metadata or caption.

ON-CAMERA AMSOIL MOMENTS

24

AMSOIL named on camera across 10 feature films, each timecoded from the subtitles and checked against the 4K masters.

COMMERCIAL TAKEAWAY

An on-camera maintenance routine on a 1978 F-150, credited on every upload, from Miami to Santa Monica and home.

AMSOIL appears inside the maintenance story (the pre-trip fill, the morning oil check, the roadside top-off), not only in the credits. Z-ROD went in at the pre-trip build and was the oil topped off on the road, on camera; the truck completed the 6,313-mile round trip. This report documents that use, claims no causal link between the two, and makes no performance claim beyond what was said on camera.

THE PROGRAM AMSOIL PARTNERED ON

One truck, one road, one routine

Brownie is a 1978 Ford F-150. Starting in June 2026, Solomon Lunger drove it from Miami to the Hot Rod Power Tour start in Joliet, Illinois, then the length of Route 66 to Santa Monica, and home to Miami: 6,313 miles round trip. AMSOIL Z-ROD went into the engine at the build, with an AMSOIL filter. Checking and topping off the oil became the morning routine, on camera.

6,313

MILES, ROUND TRIP

Miami · Joliet · Route 66 · Santa Monica · Miami

1978

MODEL YEAR

a Ford F-150, largely original

19

FEATURE FILMS

17 carry the AMSOIL credit; 2 earlier build films

AMSOIL is a Supporting-tier partner of the Mother Road Run. The Hot Rod Power Tour and the Route 66 centennial are the events the run took part in; AMSOIL's relationship is with the run and the truck, not with those events.



FRAMES FROM THE 4K EPISODE MASTERS

YOUTUBE FOOTPRINT

104 uploads carry the AMSOIL credit; together they recorded 215.1K public views

Every Mother Road Run upload found on the Ford Era channel (17 feature films and 87 Shorts) carries the AMSOIL credit in its description or tags; the on-camera moments on the following pages are the on-screen layer. 2 uploads put AMSOIL in the title itself. The count covers the official Mother Road Run playlist (98 public entries) and 6 more uploads found by channel search, including the Power Tour car features published under the run's banner. The two AMSOIL-titled Shorts span the range: the month-of-driving recap at 10,753 views and the morning oil-check Short at 297. Together the 104 uploads drew 8,175 likes and 592 known comments.

FEATURE FILMS

17

75,540 public views on the long-form series.

SHORTS AND CLIPS

87

139,562 public views on the short-form layer.

CREDIT COVERAGE

104 / 104

AMSOIL named in the description block or the tags of every upload counted.

LARGEST AMSOIL-TITLED UPLOAD

10.8K

The end-of-month driving recap Short, titled #teamamsoil; both titled Shorts are in the YouTube data file.

HOW THE LAYER WORKED

- 01 103 of the 104 uploads carry AMSOIL in the description block and 87 carry it in the tags; every upload carries at least one, so the credit remains in the upload's YouTube metadata.
- 02 The two AMSOIL-titled Shorts are the subject-level layer: a morning oil check with a top-off (#TeamAmsoil) and the end-of-month driving recap (#teamamsoil); both are listed in the YouTube data file delivered with this report.
- 03 The 17 feature films are where the product lives on camera: the pre-trip fill, the halfway check, the dawn top-off, the spoken roll-call at Winslow. The series has 19 films; the two build films that predate the run's sponsor block carry no AMSOIL credit and are not counted.

THE FEATURE FILMS

Where the product actually lived on screen

Public view counters on September 2, 2026 for each feature film, with the number of on-camera AMSOIL moments in it (timecodes on the following pages).

DATE	FILM	PUBLIC VIEWS	ON-CAMERA AMSOIL
2026-05-22	This 47 Year Old Ford F150 Has One Job: Survive Route 66	13,279	11
2026-06-05	My 1978 F150 4x4 Is Ready For Hot Rod Power Tour... Barely	5,695	0
2026-06-10	Route 66 Turns 100 - We're Driving It in a '78 Ford 4X4 EP 01	5,201	1
2026-06-11	We Took A 1978 Ford to the Biggest Car Party in America EP 02	7,772	0
2026-06-13	We Drove Route 66... Then Things Started Going Wrong	4,201	0
2026-06-14	Hot Rod Power Tour Day 3: Will Brownie Make It to Santa Monica? EP04	4,503	0
2026-06-15	The Original BIGFOOT Monster Truck That Changed Everything	6,764	1
2026-06-16	The Last Day of Power Tour Didn't Go as Planned....	3,482	1
2026-06-17	We Found the Real-Life Cars Land on Route 66	3,725	0
2026-06-19	We Made It Halfway Across Route 66... Barely	2,827	1
2026-06-22	We channeled our inner Roadkill for this fix	2,578	3
2026-06-23	Standing on the Corner in Winslow, Arizona	2,296	2
2026-06-24	Inside KC HiLiTES: How America's Most Iconic Off-Road Lights Are Made	1,728	0
2026-06-25	Route 66 Through the California Desert	1,692	1
2026-06-26	The End of Route 66 (We Actually Made It)	1,929	2
2026-06-30	WE FINISHED ROUTE 66... THEN BROWNIE BROKE DOWN! Classic Ford Rescue & Dentside Heaven Tour!	5,037	0
2026-07-14	The End of Our Route 66 Journey... Brownie Made It Home over 6313+ Miles!	2,831	1

ON-CAMERA INTEGRATION

24 on-camera AMSOIL moments, named inside the journey

Lines are quoted as published. A line that would read as a product recommendation or a performance claim is named at its second without the quote. Each frame is pulled from the 4K master at the second shown.

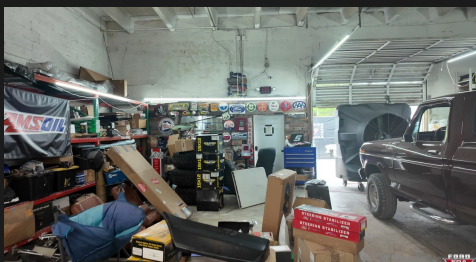


00:57

THIS 47 YEAR OLD FORD F150 HAS ONE JOB: SURVIVE ROUTE 66

“and we’ve got a ton of great partners involved: AMSOIL, KC HiLiTES, RetroSound, Vintage Air,”

Host piece-to-camera in a Florida driveway wearing an AMSOIL-branded bucket hat; pre-build Bronco parked behind him.



05:02

THIS 47 YEAR OLD FORD F150 HAS ONE JOB: SURVIVE ROUTE 66

“AutoMetal Direct, Vintage Air, Painless, Skyjacker, Borgeson, Dapper, AMSOIL, Mickey Thompson, Ace”

Shop floor covered in sponsor parts boxes; an AMSOIL banner hangs on the wall behind the parts.



05:41

THIS 47 YEAR OLD FORD F150 HAS ONE JOB: SURVIVE ROUTE 66

“so we’re doing a full Vintage Air Sure-Fit kit, AMSOIL to cover all the goodies, we got a lot of”

Bronco stripped in the shop with an AMSOIL banner draped along the bedside; wheels and fenders on the floor.



14:03

THIS 47 YEAR OLD FORD F150 HAS ONE JOB: SURVIVE ROUTE 66

“actually pretty good, um, we have new oil from AMSOIL so we’re gonna get that in”

Under-truck view on the lift: oil pan and filter boss after the drain.

ON-CAMERA INTEGRATION

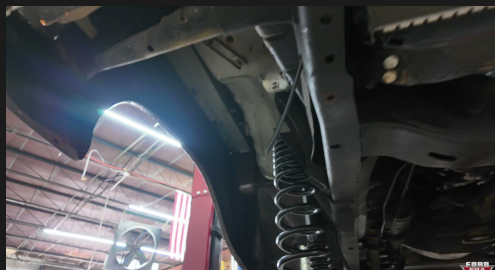
On-camera AMSOIL moments, continued

**14:29**

THIS 47 YEAR OLD FORD F150 HAS ONE JOB: SURVIVE ROUTE 66

AMSOIL is named on camera at this second.

Under-truck on the lift, mechanic with a work light.

**14:34**

THIS 47 YEAR OLD FORD F150 HAS ONE JOB: SURVIVE ROUTE 66

“all that up, getting all the gunk out, new oil gasket, oil pan gasket, the Z-ROD oil — this thing”

Under-truck frame rail and crossmember.

**20:20**

THIS 47 YEAR OLD FORD F150 HAS ONE JOB: SURVIVE ROUTE 66

“much at the point that we need to be putting in fluid, so we have all the AMSOIL stuff here, we got”

Shop interior, funnels hanging on the wall, the AMSOIL row being staged on the truck.

**20:26**

THIS 47 YEAR OLD FORD F150 HAS ONE JOB: SURVIVE ROUTE 66

AMSOIL is named on camera at this second.

The AMSOIL quarts staged on Brownie's front fender at the build.

ON-CAMERA INTEGRATION

On-camera AMSOIL moments, continued



20:36

THIS 47 YEAR OLD FORD F150 HAS ONE JOB: SURVIVE ROUTE 66

“we got Z-ROD for the motor oil, we got brake fluid and we got power steering fluid, so obviously we’re”

Row of AMSOIL quarts laid across the core support, hand pointing down the row.



20:57

THIS 47 YEAR OLD FORD F150 HAS ONE JOB: SURVIVE ROUTE 66

“got this all paired up with an AMSOIL filter, and then we just went with a parts-store tranny filter”

Camera pans the grille with the AMSOIL bottle row along the top; motion blur.



22:28

THIS 47 YEAR OLD FORD F150 HAS ONE JOB: SURVIVE ROUTE 66

AMSOIL is named on camera at this second.

Shop wide, host to camera with a funnel on the wall behind.

16:25

ROUTE 66 TURNS 100 - WE'RE DRIVING IT IN A '78 FORD 4X4 | EP 01

AMSOIL is named on camera at this second.

Under-hood walkthrough before the trip; AMSOIL product in hand.

ON-CAMERA INTEGRATION

On-camera AMSOIL moments, continued



03:17

THE ORIGINAL BIGFOOT MONSTER TRUCK THAT CHANGED EVERYTHING

“and we’ve been consistent with the oil pressure, thanks to AMSOIL.”

Driving, over-the-shoulder in-cab.



23:33

THE LAST DAY OF POWER TOUR DIDN'T GO AS PLANNED....

“We got PEAK on board, AMSOIL, AutoMetal Direct, KC HiLiTES, RetroSound,”

Highway driving POV under an overcast sky; sponsor read in voiceover.



12:26

WE MADE IT HALFWAY ACROSS ROUTE 66... BARELY

“Got to make sure that we’re good, so — got my AMSOIL.”

Hood up under a rest-stop canopy. From 00:12:28 an AMSOIL Z-ROD SAE 10W-40 quart stands upright on the engine bay while the host reaches in to CHECK the oil.



01:39

WE CHanneled OUR INNER ROADKILL FOR THIS FIX

“Now let’s top it off with a little bit of AMSOIL. Morning maintenance out the way,”

Dawn parking lot with the hood up: PEAK goes in the radiator (cooling), then at 00:01:44 a hand tips an AMSOIL Z-ROD quart into the oil fill neck, oil visibly streaming.

ON-CAMERA INTEGRATION

On-camera AMSOIL moments, continued

**14:26**

WE CHANNELED OUR INNER ROADKILL FOR THIS FIX

“vibes, these mountains here absolutely gorgeous. We’ll check the oil, make sure it doesn’t need any AMSOIL.”

Driving in-cab, sunglasses on, desert highway.

**18:41**

WE CHANNELED OUR INNER ROADKILL FOR THIS FIX

“you guys know how much I love my AMSOIL. Look at this — you’ve still got one, two, three, four, five, six”

Roadside relic yard: antique glass oil bottles on a barrel beside a derelict Ford (not AMSOIL packaging).

**06:55**

STANDING ON THE CORNER IN WINSLOW, ARIZONA

“We have AMSOIL, RetroSound, Vintage Air, KC HiLiTES, Mickey Thompson, Jacked Up Trucks,”

Driving in-cab on a two-lane; sponsor roll-call to camera.

**16:14**

STANDING ON THE CORNER IN WINSLOW, ARIZONA

“Even though we’ve got, you know, in it — we’ve got AMSOIL oil in it.”

Desert roadside with the hood up on Brownie; host to camera, a crew member at the bed.

ON-CAMERA INTEGRATION

On-camera AMSOIL moments, continued

**11:35**

ROUTE 66 THROUGH THE CALIFORNIA DESERT

AMSOIL is named on camera at this second.

Driving in-cab across the Mojave.

**28:00**

THE END OF ROUTE 66 (WE ACTUALLY MADE IT)

“grateful. None of this was possible without all of you guys watching, without PEAK and AMD and AMSOIL”

Driving in-cab near the Santa Monica coast, palms visible through the glass.

**33:39**

THE END OF ROUTE 66 (WE ACTUALLY MADE IT)

“Mother Road Run. Thank you to AMSOIL, RetroSound, Vintage Air, KC HiLiTES, Belltech, Jacked Up Trucks and Mickey”

Hood-detail b-roll (the FORD hood lettering in raking light) under the closing voiceover.

**27:43**

THE END OF OUR ROUTE 66 JOURNEY... BROWNIE MADE IT HOME OVER 6313+ MILES!

AMSOIL is named on camera at this second.

Drone aerial over a Route 66 town square under the homecoming letter read in voiceover.

THE PRODUCT ON THE ROAD

The fill, the check, the top-off

Three kinds of AMSOIL moment exist in the footage: the pre-trip fill at the build, the daily roadside check with the bottle in hand, and the dawn top-off before the miles. Every frame here is pulled from the 4K episode masters.



The fill: Z-ROD 10W-40 poured through the funnel at the pre-trip build. Survive Route 66, 21:11.



The top-off: a dawn parking lot, the quart into the fill neck before the day's miles.



The check: hood up under the travel-center canopy, the quart on the engine. Halfway Across Route 66, 12:26.

THE MARK ON BROWNIE

The AMSOIL decal rode the Power Tour on the cab glass

Bed-camera frames from the Hot Rod Power Tour driving days show the AMSOIL wordmark on Brownie's rear cab glass alongside the other partner marks, legible in three of the four Power Tour episodes.



Power Tour Day 3, bed camera: KC, Mickey Thompson, AMSOIL, Ford Era on the rear glass. 07:12.



The last day of Power Tour, at the pump: the same row of marks. 02:14.



The show field in Joliet, straight on. Biggest Car Party in America, 08:24.

THE SOCIAL LAYER, READ FROM THE DASHBOARDS

Instagram carried the credit across the grid; 3 Facebook reels reached 18.6K views

Read from the authenticated Instagram web surface and the Facebook Professional Dashboard Content Library on September 2, 2026. Likes are never reported as views; Facebook views and impressions are kept separate; Stories are excluded; nothing here is unique reach.

INSTAGRAM REELS WITH THE AMSOIL CREDIT

82

36,629 known likes and 1,181 known comments on the AMSOIL-captioned reels across the Mother Road Run grid and its collaborator posts; every one tags @amsoilinc.

HIGHEST-LIKE AMSOIL REELS ON INSTAGRAM

@thefordera · 2026-06-08	8,300 likes · 75 comments
@thefordera · 2026-06-25	1,800 likes · 37 comments
@themothereoadrun · 2026-07-09	1,500 likes · 92 comments
@themothereoadrun · 2026-06-15	1,400 likes · 12 comments
@themothereoadrun · 2026-06-30	1,300 likes · 10 comments
@thefordera · 2026-06-14	1,200 likes · 23 comments

Coverage: the Instagram profile reports 99 posts and 96 grid URLs were retrievable; seven AMSOIL reels did not expose their like and comment counters, so the Instagram totals are known minimums. Instagram plays and reach are not exposed on the web surface. Facebook engagement is the dashboard's bucket of reactions, comments, shares and clicks; Facebook Stories carried AMSOIL too and are not counted. The row-level data (every reel, every counter) is delivered with this report. Account sizes, for context only: @thefordera 288K, @solomonlunger 31.2K, the Ford Era Truck Club page 179K, the Solomon Lunger profile 58K followers.

FACEBOOK REELS WITH THE AMSOIL CREDIT

3

18,620 views, 18,453 impressions and 766 engagement actions across the two Facebook surfaces in 2026 (Stories excluded).

THE THREE FACEBOOK REELS, AND THE BEST OF THEM

Ford Era Truck Club page · 2026-07-31	9,159 views · 9,351 impr. · 411 eng.
Solomon Lunger profile · 2026-09-01	8,531 views · 8,418 impr. · 329 eng.
Solomon Lunger profile · 2026-09-02	930 views · 684 impr. · 26 eng.

Best single result, the Ford Era reel of July 31: 9,159 Facebook views from 8,263 viewers, 291 reactions, 12 shares, 60.8% of views from beyond the page's followers.
Instagram views linked to the same reel, as the Facebook dashboard reports them: 9,204.

BUILT FOR THE AMSOIL TEAM

An AMSOIL-only library, organized the way you asked

90 real frames, clips and photographs of the AMSOIL product, the decal and maintenance on Brownie, in the categories AMSOIL marketing asked for, each with its episode or day, timecode, resolution and rights line in the manifest. Every file is pulled from the 4K episode masters or is a photograph from the trip; nothing in the folder is generated or staged. Ford Era owns the footage and photographs; AMSOIL's use is under the agreement's royalty-free license on delivered content, stated per file in the manifest.

6

POUR

Z-ROD through the funnel at the build and the dawn top-off, at 4K

6

DIPSTICK / CHECK

The halfway check, the label to camera, the dipstick wipe

4

MAINTENANCE ON BROWNIE

The fill in progress with the product row in frame

7

PRODUCT VISIBLE

The staged row, the quarts on the sheet metal, the rail row

6

VERTICAL PRODUCT FOOTAGE

9:16 clips of the fill and the check, 1080x1920

2

CLEAN B-ROLL

Engine bay and hood-up clips without product in frame

9

DECAL ON THE TRUCK

Four 12 to 24MP photographs and the Power Tour bed-camera reads

2

APPAREL

The AMSOIL bucket hat at the pre-build roll-call

48

ON-CAMERA FRAMES

4K frames at the 24 spoken moments, two or three each, with the index

ALSO IN THE FOLDER**The on-camera index**

every spoken AMSOIL moment in the feature films, with a link that opens the episode at that second, what is on screen, and the frames in the folder.

The platform data

the 104 AMSOIL-credited YouTube uploads, the 82 Instagram reels and the 3 Facebook reels, row by row, as read on September 2, 2026.

The manifest

one row per file: folder, episode or day, timecode, resolution or duration, size, SHA-256, class, rights and description.

FROM THE DRIVER'S SEAT

What the driver said on camera

AMSOIL is a Supporting-tier partner of the Mother Road Run. The lines below are Solomon Lunger's own words from the feature films, at the timecodes in the on-camera index delivered with this report.

WHAT WAS RUN

"We have all the AMSOIL stuff here... Z-ROD for the motor oil... paired up with an AMSOIL filter." (Survive Route 66, 20:20)

THE ROUTINE

"I see a little bit of oil underneath. Got to make sure that we're good, so got my AMSOIL. Let's check, make sure that we're still at a safe level of oil in this thing." (Halfway Across Route 66, 12:26, the full subtitle cue)

IN HIS WORDS

"We've been consistent with the oil pressure, thanks to AMSOIL." (The Original BIGFOOT, 03:17); his own observation on the road, not a measured result.

THE AFFECTION

"You guys know how much I love my AMSOIL." (Inner Roadkill Fix, 18:41)



HOW TO READ THE NUMBERS

Notes and sources

- 01 Every figure is a dated snapshot of a public platform counter or a creator-side dashboard, read on September 2, 2026, and traces to a named source in Ford Era's numbers record, available on request.
- 02 Views and impressions are parallel delivery signals and are never added together; likes are never counted as views; none of the totals is unique reach.
- 03 YouTube coverage is description-level credit on every upload; the on-camera moments are the on-screen layer and are listed separately with timecodes.
- 04 A morning oil check or a top-off is reported as exactly that; the pre-trip fill at the build is the only fill on tape.
- 05 Cooling-system moments belong to the coolant partner; a sentence that names both partners is counted once as a spoken AMSOIL moment and attributed to neither exclusively.
- 06 Every frame in this report is extracted from the episode masters at the stated timecode; no frame is generated or staged. Quotations are the driver's own words as published; a line that would read as a product recommendation or a performance claim is not reprinted.
- 07 AMSOIL is a Supporting-tier partner of the Mother Road Run; nothing here implies a sponsorship of the Hot Rod Power Tour or the Route 66 centennial.

SOURCES

YOUTUBE

Public counters for every upload in the official Mother Road Run playlist and the Ford Era channel search for AMSOIL and #TeamAmsoil, read on September 2, 2026: title, description, tags, views, likes, comments. The row-level file is delivered with this report.

FEATURE FILMS

Every AMSOIL mention in the 19 feature-film transcripts, read against the subtitle timecodes and verified on picture; frames extracted from the 2160p masters at the stated timecodes.

INSTAGRAM AND FACEBOOK

Read from the authenticated Instagram web surface and the Facebook Professional Dashboard Content Library on September 2, 2026: post counts, likes, comments, views, impressions, engagement, tagging. The row-level files are delivered with this report.

LIMITS

Platform counters change after the snapshot date. Description-level credit is not the same as a watched integration. None of the totals is unique reach.

PARTNER PAGE

www.themotherroadrun.com/partners/amsoil, with the on-camera moments each linked to its second in the episode.

THE PARTNER PAGE

www.themotherroadrun.com/partners/amsoil

The partner page carries the on-camera AMSOIL moments, each linked to its second in the episode. The AMSOIL asset library, the on-camera index and the platform data files are delivered with this report.

Questions and approvals: Ford Era, Inc. (Solomon Lunger), via Brightsmith Creator Representation.



SUPPORTING-TIER PARTNER OF THE MOTHER ROAD RUN