



MOTHER ROAD RUN / 2026

SPONSOR IMPACT REPORT

PEAK AUTO

Sustained title-sponsor integration across the full Route 66 story.

AUDIT SNAPSHOT: AUGUST 18, 2026

THE MOTHER ROAD RUN



PEAK was built into the series, not added around it.

The strongest sponsor value is repetition with context: title credit, description coverage, social tagging, and real cooling-system moments inside the journey.

102

PUBLIC YOUTUBE VIDEOS

Every discovered video carried a PEAK exposure layer.

204.9K

APPROX. YOUTUBE VIEWS

Current public counters; not unique reach.

73

PEAK INSTAGRAM POSTS

83.9% of the Mother Road Run grid.

31.5K

LIKES ON PEAK POSTS

Plus 346 visible comments.

THE COMMERCIAL TAKEAWAY

PEAK received a repeated, multi-surface association with the complete Mother Road Run - from the Illinois start through the cooling drama and the Santa Monica finish.

THE STORY PEAK BECAME PART OF

From title sponsor to roadside reality



01 / ILLINOIS

The partnership opens with Brian Bolander and the first Route 66 shakedown.



02 / THE ROUTINE

Radiator checks and coolant on hand become recurring parts of the trip.



03 / THE HEAT

The Arizona cooling sequence turns the product category into lived story context.

Owned frames from the Mother Road Run film masters.

A series-wide sponsor layer

98 / 98

AVAILABLE PLAYLIST VIDEOS

All carry PEAK in metadata or spoken audio.

97

METADATA CREDITS

Title, description, tags, or sponsor credit.

+4

OUTSIDE-PLAYLIST VIDEOS

Additional PEAK-bearing uploads found by channel search.

204.9K

PUBLIC VIEWS

Approximate snapshot across 102 videos.

HOW THE COVERAGE WORKED

01

Baseline repetition

PEAK credit followed viewers across feature films and short-form uploads.

02

Product-context moments

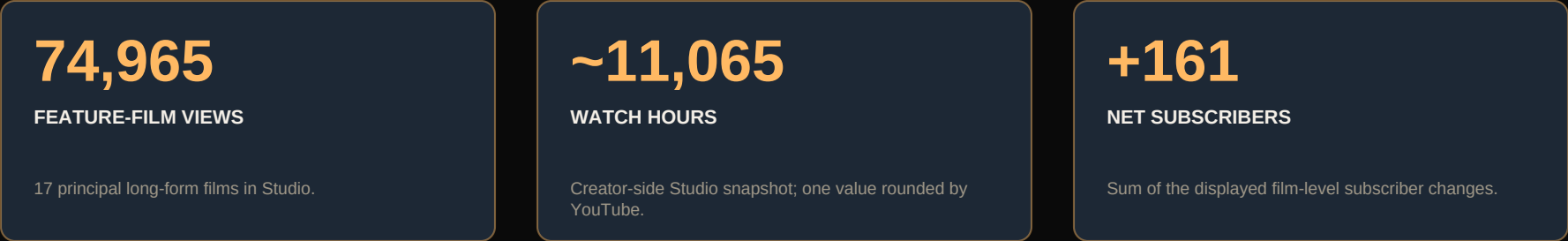
Coolant checks and heat events connected the brand to the road narrative.

03

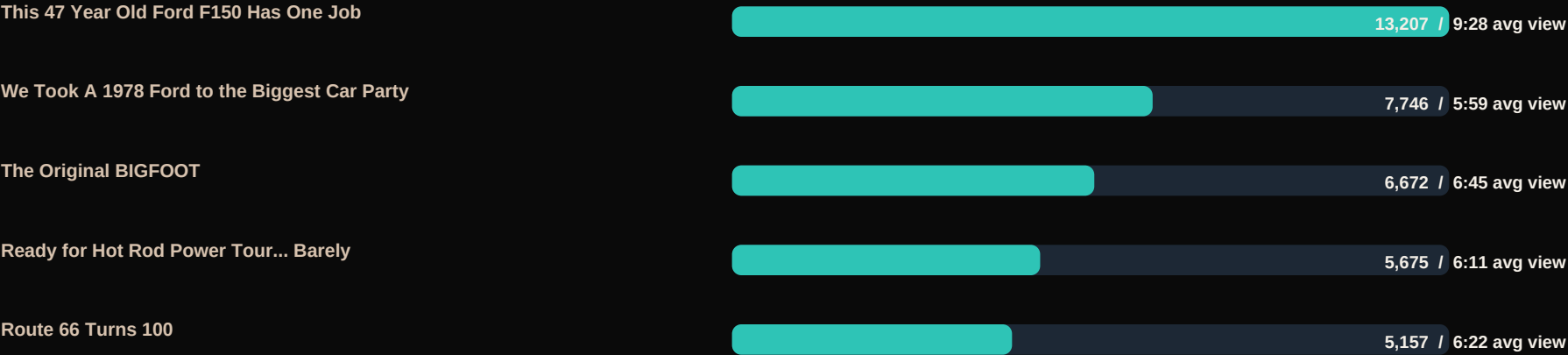
Beginning-to-end continuity

PEAK is named at the Illinois start and thanked at the Santa Monica finish.

The feature films created meaningful watch time



TOP FEATURE FILMS BY VIEWS



Views and watch time indicate content consumption; they do not prove every viewer saw or recalled a sponsor mention.

PEAK appeared across 83.9% of the grid

73 / 87

PEAK POSTS

Includes collaborator-owned posts in the grid.

70

@PEAKAUTO TAGS

Direct caption tags at audit time.

45

#PEAKSQUAD POSTS

Campaign hashtag use.

31,536

LIKES

Plus 346 visible comments.

TOP PEAK POSTS BY LIKES

01	@thefordera Jul 9 / All Original F250 Explorer	8,586
02	@thefordera Jun 8 / This is what we came here for	5,688
03	@themothereadrun Jun 15 / If you had to choose 1	1,418
04	@themothereadrun Jun 30 / Route 66 reel	810
05	@solomonlunger Jun 19 / Collaborator post	772

Instagram did not expose Reel plays, reach, impressions, saves, or shares in the audited web surface.

26 transcript-identified PEAK moments across 10 films

The spoken layer moves beyond passive logo placement. It includes title-sponsor credit, product-context references, sponsor thanks, and explicit paid-placement disclosure.

00:48

BUILD FILM

PEAK is thanked and named as title sponsor.

02:00

ROUTE 66 TURNS 100

Brian Bolander from PEAK enters the story in Illinois.

03:08

THE ORIGINAL BIGFOOT

PEAK is thanked during an engine-temperature discussion.

19:35

WINSLOW, ARIZONA

The cooling sequence carries explicit paid-placement language.

00:47

THE END OF ROUTE 66

The series is named as presented by PEAK.

33:32

THE END OF ROUTE 66

The closing includes a title-sponsor thank-you.

Timecodes are transcript-discovered candidates. Verify exact quotations against picture and audio before reusing them verbatim.

Four kinds of sponsor value

01 FREQUENCY

PEAK appeared throughout the full content system, reducing dependence on any single post or episode.

02 CONTEXT

Cooling-system moments gave the sponsor a credible role inside the travel narrative.

03 CONTINUITY

The association ran from pre-trip setup to the final sponsor thank-you at the end of the road.

04 REINFORCEMENT

YouTube metadata, spoken moments, Instagram tags, and the dedicated website page reinforced one another.

The defensible story is sustained integration across a real journey - not a one-off placement.



THANK YOU, PEAK.

For helping put Brownie on Route 66 - and for becoming part of the story that followed.

Explore the full partner story
themotherroadrun.com/partners/peak



How to read this report

YOUTUBE

The official 99-entry playlist was enumerated: 98 public videos and one unavailable item. Channel search added four public PEAK-bearing uploads outside the playlist. Public counters are current snapshots; playlist values are rounded.

INSTAGRAM

All 87 items in the @themothereadrun profile grid were inspected, including collaborator-owned posts. Likes and comments come from public post metadata. Reel plays and private Insights were not available.

FACEBOOK

The public Solomon Lunger profile displayed about 58K followers, but Facebook blocked exhaustive search behind login. Facebook is intentionally excluded from cross-platform totals.

CONTRACT

No executed PEAK agreement or SOW was found in the supplied materials. Observed content counts must not be represented as contracted delivery completion.

Snapshot date: August 18, 2026. Views are not unique reach, impressions, or guaranteed sponsor recall.

All discovered public videos carrying PEAK exposure

#	VIDEO	RUNTIME	VIEWS	SOURCE
1	This 47 Year Old Ford F150 Has One Job: Survive Route 66	34:51	13K	PLAYLIST
2	My 1978 F150 4x4 Is Ready For Hot Rod Power Tour Barely...	17:04	5.6K	PLAYLIST
3	Route 66 Turns 100 - Were Driving It in a 78 Ford 4X4 EP 01...	17:34	5.1K	PLAYLIST
4	We Took A 1978 Ford to the Biggest Car Party in America EP 02	18:13	7.7K	PLAYLIST
5	We Drove Route 66... Then Things Started Going Wrong	26:44	4.1K	PLAYLIST
6	Hot Rod Power Tour Day 3: Will Brownie Make It to Santa Monica? EP04	24:30	4.4K	PLAYLIST
7	The Original BIGFOOT Monster Truck That Changed Everything	25:58	6.6K	PLAYLIST
8	The Last Day of Power Tour Didn't Go as Planned....	29:16	3.4K	PLAYLIST
9	We Found the Real-Life Cars Land on Route 66	28:34	3.7K	PLAYLIST
10	We Made It Halfway Across Route 66... Barely	49:27	2.8K	PLAYLIST
11	We channeled our inner Roadkill for this fix	49:14	2.5K	PLAYLIST
12	Standing on the Corner in Winslow, Arizona	53:32	2.2K	PLAYLIST
13	Inside KC HiLITES: How America's Most Iconic Off-Road Lights Are Made	32:56	1.6K	PLAYLIST
14	Route 66 Through the California Desert	28:18	1.6K	PLAYLIST
15	The End of Route 66 (We Actually Made It)	36:35	1.9K	PLAYLIST
16	WE FINISHED ROUTE 66 THEN BROWNIE BROKE DOWN! Classic Ford Rescue & Dentside Heaven Tour!...	30:48	4.9K	PLAYLIST
17	The End of Our Route 66 Journey... Brownie Made It Home over 6313+ Miles!	32:22	2.7K	PLAYLIST
18	Meeting up with Brian Bolander for our 50 mile Cruise! full video...	0:23	1.3K	PLAYLIST
19	We made it to Route 66 in Illinois!! Full video...	1:21	1.3K	PLAYLIST
20	We made it Day 1 of Hot Rod Power Tour 2026 at Route 66 Raceway in Joliet, Illinois!! full video...	0:29	1.6K	PLAYLIST
21	Day 1 of Hot Rod Power Tour 2027 & we got to chat with Mike Galimi - Full Video...	0:53	656	PLAYLIST
22	Twin Turbo V8 Powwered Longbed Bumpside, How Cool is this? full video...	0:28	1.8K	PLAYLIST
23	The Denim Machine Econoline Is Pure 70s Custom Van Perfection! Full Video...	1:16	1.2K	PLAYLIST
24	Nothing like fresh coolant to start the day - Full Video...	0:19	1.1K	PLAYLIST
25	Do you like a Bagged Bumpside? Full video...	0:45	1.9K	PLAYLIST
26	Thoughts on this Crownvic Swapped 1963 F100 Unibody? Full video...	0:29	2K	PLAYLIST
27	Would you still drive this Bronco after it was burnt down? Full video...	0:18	23K	PLAYLIST
28	Day 2 of Hot Rod Power Tour 2026 - Full Video...	0:29	2.1K	PLAYLIST
29	We caught up to the QA1 Crew on Hot Rod Power Tour day 2 - Full Video...	0:23	1.2K	PLAYLIST
30	Adam Sandoval Shows us his Pontiac Firebird Trans-Am with a LS3 under the hood - Full Video...	0:24	1.8K	PLAYLIST
31	Would you wear Velcro New Balances? I like comfort full video...	0:20	999	PLAYLIST
32	Do you carry zipties with you on roadtrips? full video...	0:37	1.3K	PLAYLIST
33	This Aussie Bought Sight Unseen this Dentside & drove it across Route 66 with us - Full Video...	0:49	1.8K	PLAYLIST
34	1979 Ford Bronco on a RS4 Chassis with a 7.3L Godzilla by Stoners Speed Shop - Full Video...	0:56	1.9K	PLAYLIST

All discovered public videos carrying PEAK exposure

#	VIDEO	RUNTIME	VIEWS	SOURCE
35	Day 3 of Hot Rod Power Tour 2026 - Full Video...	0:39	4.9K	PLAYLIST
36	Day 3 of HRPT, Heading from Rantoul, Illinois to St Louis, MO - Full video...	1:04	1.1K	PLAYLIST
37	Lowered Longbeds are all over HRPT 2026 - Full Video...	0:51	278	PLAYLIST
38	We visit The American Giants Museum in Atlanta, Illinois - Full Video...	0:57	237	PLAYLIST
39	I was told I can Sign this Pontiac so I did, Would You? - Full video...	0:26	305	PLAYLIST
40	Chasing down our Fuel issues in Brownie our 78 F150 - Full video...	1:17	288	PLAYLIST
41	Hot Rod Power Tour Day 4 St Louis, MO to Springfield, MO - Full Video...	0:43	299	PLAYLIST
42	Morning oil check, an Amsoil topeff, and Brownie was ready for more Route 66 miles. #TeamAmsoil	0:27	294	PLAYLIST
43	We went to Bigfoot 4x4 in Pacific, Missouri while on route 66- full video...	0:28	5.2K	PLAYLIST
44	Would you rather ride a 2 lane Original route or the newer highway? Full Video...	0:29	1.3K	PLAYLIST
45	Visiting the Red Cedar Inn, Pacific, MO Route 66 - Full Video...	1:04	783	PLAYLIST
46	Visiting Cambells Service Station in Pacific, MO - Full Video...	0:58	1.6K	PLAYLIST
47	A roadtrip isnt real if you dont have some issues - Full Video...	0:44	264	PLAYLIST
48	Crossing Devils Elbow, Missouri on Route 66 - Full Video...	0:29	1.2K	PLAYLIST
49	We found The Denim Machine Econoline on Route 66 - Full Video...	0:22	756	PLAYLIST
50	Hot Rod Power Tour Day 5 - Springfield, MO to Tulsa, OK - Full Video...	0:53	730	PLAYLIST
51	Day 5 of Power Tour & we made it!! - Full Video...	0:50	236	PLAYLIST
52	Do you like this video series? What can we do to make it better?	0:29	1.6K	PLAYLIST
53	BIGFOOT #1 is there any cooler Dentside? Full Video...	0:56	394	PLAYLIST
54	Have you ever stood inside Bigfoots wheel? Full Video...	1:06	450	PLAYLIST
55	Belltech Lowered 1993 SVT Lightning we saw on Power Tour - Full Video...	0:38	360	PLAYLIST
56	I love some Hot Rod Power Tour Traffic with friends - Full Video...	0:30	337	PLAYLIST
57	Stopped in Joplin, MO for Hot Rod Power Tour 2026 at the Beef-A-Roo - Full Video...	0:51	343	PLAYLIST
58	1966 F1250 Crew Cab body swapped with a 2014 Supercharged F150 4x4 - Full Video...	0:56	365	PLAYLIST
59	Most interesting bathroom on all of Route 66 - Full Video...	1:15	1.8K	PLAYLIST
60	Visiting Miami, Oklahoma on Route 66 in our 1978 F150 - Full Video...	1:11	875	PLAYLIST
61	Worlds Largest Rocking Chair in Cuba, Missouri on Route 66 - Full Video...	0:40	946	PLAYLIST
62	WE DID IT, LONG HAULERS FOR HOT ROD POWER TOUR 2026!! Full Video...	0:35	1K	PLAYLIST
63	We Found Cars Land from Disney Land in Real Life - Full Video...	0:31	1.2K	PLAYLIST
64	Worlds Biggest Drilling Rig it dug over 33,000 feet - Full Video...	0:16	1.6K	PLAYLIST
65	Are you obsessed with Americana? full video...	0:43	2K	PLAYLIST
66	Get your kicks on Route 66 live in Erick, Oklahoma this is what route 66 is about - Full Video...	1:35	743	PLAYLIST
67	1962 F100 Unibody with a 5.0 Coyote & perfect Patina - Full Video...	2:20	818	PLAYLIST
68	We found Jeff Thisted while on Route 66 - Full video...	0:38	1K	PLAYLIST

All discovered public videos carrying PEAK exposure

#	VIDEO	RUNTIME	VIEWS	SOURCE
69	Visiting Route 66 through Tucumcari, New Mexico - Full Video...	0:29	301	PLAYLIST
70	Have you visited Cadillac Ranch? Would you? full video...	0:19	350	PLAYLIST
71	Are you for or against the graffiti on the Cadillacs on Route 66? Full video...	0:51	275	PLAYLIST
72	Have you ever seen a Studebaker Pickup truck? Full Video...	1:06	589	PLAYLIST
73	Driving Route 66 through Tucumcari, NM - Full Video...	0:53	426	PLAYLIST
74	Rain or Shine we are Crossing all of Route 66 in Brownie our 1978 F150 - Full Video...	0:58	298	PLAYLIST
75	We did a Roadkill style fuel fix outside an Oreillys to get down Route 66 - Full Video...	0:34	2K	PLAYLIST
76	Topping off the 351 in Brownie with some Peak Coolant before the day kicks off - Full Video...	0:19	1.4K	PLAYLIST
77	You never know who you will find on Route 66 - Full Video...	0:38	1.2K	PLAYLIST
78	Made it to the Conoco Station in Shamrock, Texas from the Movie Cars - Full Video...	0:42	945	PLAYLIST
79	Whats your go to souvenir? Full Route 66 Video...	0:42	707	PLAYLIST
80	Crusing Route 66 from Illinois to California & its so amazing - Full Video...	1:29	785	PLAYLIST
81	Whats the craziest roadside fix you have done? Full video...	0:30	3.6K	PLAYLIST
82	His Great Grandfather Bought this F150 Brand New in Grants, NM in 1979 - Full Video...	1:11	4.9K	PLAYLIST
83	Another day on Route 66 with Brownie our '78 F150 - Full Video...	0:32	1.1K	PLAYLIST
84	We Stopped at the WigWam Motel in Holbrook, AZ on Route 66 - Full Video...	1:08	773	PLAYLIST
85	Standin on a corner in a Winslow, Arizona crusing route 66 - Full Video...	1:27	368	PLAYLIST
86	Brownie is HOT like REALLY HOT!! - Full Video...	1:05	258	PLAYLIST
87	Visiting KC HiLites in Flagstaff, AZ on Route 66 - Full Video...	0:40	500	PLAYLIST
88	Crossing Route 66 in a 1978 Ford F150 4x4 is an Adventure! - Full Video...	0:37	408	PLAYLIST
89	We made it to Roys Motel Cafe in Amboy, CA - Full Video...	0:40	438	PLAYLIST
90	Visiting the Ramada Inn on Route 66 in Kingman, Arizona - Full Video...	1:38	379	PLAYLIST
91	Visiting the world famous Roys Motel & Cafe in Amboy, CA - Full Video...	1:05	895	PLAYLIST
92	We Drove all of Route 66 in a 1978 F150 4x4, Chicago to Santa Monica - Full Video...	0:20	1.1K	PLAYLIST
93	Hitting Route 66 through SoCal - Full Video...	0:25	1.3K	PLAYLIST
94	Would you ever attempt Hot Rod Power Tour? Full Video...	0:21	1.3K	PLAYLIST
95	Visiting the WigWam Motel #7 in San Bernardino, California along Route 66 - Full Video...	1:11	1.2K	PLAYLIST
96	This 1956 F100 has been in the Family for 35 Years - Full Video...	0:33	2.6K	PLAYLIST
97	We Made It 2400+ miles across Route 66, Joliet to Santa Monica - Full Video...	0:56	1.1K	PLAYLIST
98	Visiting the Cucamonga Richfield Service Station on Route 66 - Full Video...	1:23	1.2K	PLAYLIST
99	Heading to get our Power Tour Credentials then meeting Brian Bolander from Peak for a great day	0:18	1,599	SEARCH
100	We drove Brownie over 7000 miles this month Miami - Chicago - Santa Monica, CA & Back #teamamsoil	0:37	10,733	SEARCH
101	Twin Turbo Longbed Bumpside out in Power Tour! See More in the full video	0:28	2,163	SEARCH
102	Crusing Route 66 with comfort, We installed the Vintage Air Surefit HVAC & RetroSound Stereo	0:30	1,342	SEARCH

All PEAK-captioned posts in the Mother Road Run grid

#	DATE	ACCOUNT	FORMAT	LIKES	COMMENTS	@PEAKAUTO	#PEAKSQUAD
1	August 17	@themothereadrun	REEL	42	0	YES	YES
2	August 14	@themothereadrun	REEL	119	0	YES	YES
3	August 14	@themothereadrun	REEL	177	1	YES	YES
4	August 12	@themothereadrun	REEL	77	1	YES	YES
5	August 10	@themothereadrun	REEL	72	2	YES	YES
6	August 7	@themothereadrun	REEL	293	10	YES	YES
7	August 2	@themothereadrun	REEL	86	0	YES	YES
8	August 2	@themothereadrun	REEL	109	1	YES	YES
9	July 31	@themothereadrun	REEL	209	3	YES	YES
10	July 31	@thefordera	REEL	563	5	YES	YES
11	July 31	@themothereadrun	REEL	282	1	-	YES
12	July 31	@themothereadrun	REEL	220	1	YES	YES
13	July 31	@themothereadrun	REEL	114	2	YES	YES
14	July 31	@themothereadrun	REEL	53	0	YES	YES
15	July 30	@themothereadrun	REEL	388	0	YES	YES
16	July 30	@themothereadrun	REEL	276	8	YES	YES
17	July 30	@themothereadrun	REEL	280	3	YES	YES
18	July 29	@themothereadrun	REEL	41	2	-	YES
19	July 29	@themothereadrun	REEL	83	2	YES	YES
20	July 29	@themothereadrun	REEL	153	5	YES	YES
21	July 29	@themothereadrun	REEL	46	1	YES	YES
22	July 29	@themothereadrun	REEL	176	1	YES	YES
23	July 29	@themothereadrun	REEL	212	2	YES	YES
24	July 28	@themothereadrun	REEL	271	3	YES	YES
25	July 28	@themothereadrun	REEL	225	1	YES	-

All PEAK-captioned posts in the Mother Road Run grid

#	DATE	ACCOUNT	FORMAT	LIKES	COMMENTS	@PEAKAUTO	#PEAKSQUAD
26	July 28	@themothereadrun	REEL	249	5	YES	YES
27	July 28	@themothereadrun	REEL	119	1	YES	YES
28	July 28	@thefordera	REEL	269	7	YES	YES
29	July 28	@themothereadrun	REEL	163	5	YES	YES
30	July 28	@themothereadrun	REEL	89	3	YES	YES
31	July 27	@thefordera	REEL	449	38	-	YES
32	July 27	@thefordera	REEL	426	4	YES	YES
33	July 27	@themothereadrun	REEL	528	12	YES	YES
34	July 27	@themothereadrun	REEL	188	0	YES	YES
35	July 24	@themothereadrun	REEL	129	4	YES	YES
36	July 24	@themothereadrun	REEL	95	2	YES	YES
37	July 24	@themothereadrun	REEL	66	0	YES	-
38	July 24	@themothereadrun	REEL	32	0	YES	-
39	July 23	@themothereadrun	REEL	73	0	YES	-
40	July 17	@themothereadrun	REEL	69	0	YES	-
41	July 17	@themothereadrun	REEL	94	4	YES	-
42	July 17	@themothereadrun	REEL	79	0	YES	-
43	July 16	@themothereadrun	REEL	85	2	YES	YES
44	July 16	@themothereadrun	REEL	661	8	YES	YES
45	July 16	@themothereadrun	REEL	130	5	YES	YES
46	July 15	@themothereadrun	REEL	219	2	YES	-
47	July 14	@themothereadrun	REEL	156	4	YES	-
48	July 10	@themothereadrun	REEL	377	3	YES	YES
49	July 9	@themothereadrun	REEL	271	5	YES	-
50	July 9	@thefordera	REEL	8,586	34	YES	-

All PEAK-captioned posts in the Mother Road Run grid

#	DATE	ACCOUNT	FORMAT	LIKES	COMMENTS	@PEAKAUTO	#PEAKSQUAD
51	July 9	@themothereadrun	REEL	148	1	YES	YES
52	July 8	@themothereadrun	REEL	214	5	YES	YES
53	July 8	@themothereadrun	REEL	333	1	YES	-
54	July 7	@themothereadrun	REEL	197	1	YES	-
55	July 7	@themothereadrun	REEL	113	0	YES	YES
56	July 6	@themothereadrun	REEL	36	0	YES	-
57	June 30	@brownie.f150	REEL	471	12	YES	-
58	June 30	@themothereadrun	REEL	225	4	YES	-
59	June 30	@themothereadrun	REEL	810	2	YES	YES
60	June 25	@themothereadrun	REEL	250	1	YES	-
61	June 25	@thefordera	REEL	342	6	YES	-
62	June 24	@themothereadrun	REEL	286	13	YES	-
63	June 24	@themothereadrun	REEL	13	0	YES	-
64	June 24	@themothereadrun	REEL	67	0	YES	-
65	June 23	@themothereadrun	REEL	209	3	YES	YES
66	June 22	@themothereadrun	REEL	427	4	YES	YES
67	June 19	@solomonlunger	POST	772	9	YES	-
68	June 16	@thefordera	REEL	507	19	YES	-
69	June 15	@themothereadrun	REEL	1,418	12	YES	-
70	June 14	@thefordera	REEL	533	4	YES	-
71	June 9	@themothereadrun	REEL	223	2	YES	-
72	June 8	@thefordera	REEL	5,688	44	YES	-
73	June 7	@themothereadrun	REEL	85	0	YES	-