



NOTCHEV

YouTube channel hosted by Cyp (Cyprian Sadlon)

Media Kit 2026

Manhattan, NYC

youtube.com/@Notch_EV

ABOUT THE CHANNEL

Real world EV testing and road trips.

Cyp drives a 2026 Lucid Gravity Grand Touring (previously a Tesla Model Y) and puts it, and the gear around it, through real miles. He only recommends products he actually uses in his car, from charging to travel gear. If it's here, it passed the test.

YOUTUBE CHANNEL

10,282

Total subscribers

Source: YouTube Studio, Oct 30, 2026

YOUTUBE, LAST 28 DAYS · OCT 2 TO 29, 2026

86,318

Views

4,326

Watch hours

+1,429

New subscribers

432,291

Impressions

6.58%

Click-through rate

SIGNATURE CONTENT

- **Long EV road trips:** the IONNA NYC-to-LA challenge, Route 66, Maine
- **Lucid ownership and reviews**, including the top video, "Lucid Gravity After 1 Year"
- **Charging** tested on real trips
- **Gear tests** for EV owners and travel

WAYS TO WORK TOGETHER

- Integrations in road trip and Lucid videos
- Dedicated product reviews
- Amazon storefront videos
- Affiliate partnerships

AUDIENCE

~72%

Viewers in the US

58%

Aged 35 to 54

YouTube audience snapshot, September 2026

PAST BRAND PARTNERS

EVDANCE

LinerX

Fanttik

Lectron

Ausom

Vantrue

StarCharge

ALSO ON

X

@Notch_EV · 744 followers

Instagram

@notch.ev

Amazon

amazon.com/shop/notchev

Let's take your product **on the road.**

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