

**AMERICAN
CHOPPER**



PAUL JR. DESIGNS – BRAND OVERVIEW

THE PJD DIFFERENCE

Over the years, Paul Jr has worked with some of the largest companies, charities, corporations and celebrities in the world. Through these relationships, we have successfully brought our audience along for the ride where brand messages and company information is reinforced organically to the end user.

During this process we have been able to not only promote products and brands, but also bring attention to our local area with the encouragement for our viewers from around the world to visit our one of a kind retail showroom and see our world famous custom creations in person.

These viewers consist of a well balanced demographic where we have found that over the years, our show has been enjoyed by whole families.

With American Chopper approaching its 20th year, we have found an audience with the next generation.



PJD OVERVIEW VIDEO

CLICK ABOVE

PJD SHOP TOUR VIDEO

CLICK ABOVE

PAUL JR. SOCIAL STATS

ALL NUMBERS CONSIST OF VERY ACTIVE, FULLY ORGANIC FANS.
PAUL JR. AND PJD HAVE NEVER PURCHASED ANY FOLLOWERS.

FACEBOOK: 1,400,000

INSTAGRAM: 207,000

TWITTER: 169,000

YOUTUBE: 30,800



PJD's first web-series, World of Warcraft's Azeroth Choppers, has generated more than 15 million streams to date.

ADDITIONAL VIDEO LINKS

ALL CLICKABLE LINKS

[Geico Commercial](#)
[HP Commercial](#)
[Skilsaw Build](#)
[Azeroth Choppers](#)

DISCOVERY CHANNEL STATS

AVAILABLE IN OVER 200 COUNTRIES AND TERRITORIES AROUND THE WORLD AND AIRS IN OVER 90 LANGUAGES. THROUGH ITS RECENT ACQUISITION OF SCRIPPS, DISCOVERY IS NOW THE LARGEST PAY TV PROVIDER IN THE WORLD.

Age Groups

A 18-34 : 26%
A 35-54 : 37%
A 55+ : 36%
Median Age : 48

Household Income

\$75K+ : 42%
\$50K - \$74,999 : 19%
\$30K - \$49,999 : 17%
Median Income : \$65K

Education

Attended College : 45%

Presence of Children

1+ Child HH : 33%

Home Ownership

Own Home : 77%
Rent Home : 33%

Gender

Male : 62%
Female : 38%



AMERICAN CHOPPER STATS

First aired on the Discovery Channel September 29, 2002 and was the catalyst for the reality tv genre.

Airs in over 200 countries around the world and in over 90 languages.

Remained on Discovery Channel in international markets. Selected to be Discovery's first show put into syndication in 2008; picked up in over 85% of the country.

Super sized series episodes leading up to finale grab 2.52 and 3.91 million viewers making it the #1 cable program (excluding sports) among P/M 25-54 and M 18-49 demos.

The series finale Live show ended with over 2 million total viewers. The episode was #4 on cable for the night in persons and men 25-54, outperforming several broadcast series including ABC's "Castle" and "Extreme Makeover", and FOX's "Family Guy".

American Chopper is back with phenomenal ratings that stretch across both genders and an average age range of 18-54. Over 1.5 million people watched the special on March 1st, 2018 and it was #2 on cable for the night (Excluding Sports).

American Chopper continues to dominate the ratings and as one of Discovery's top shows with their newest series revival.

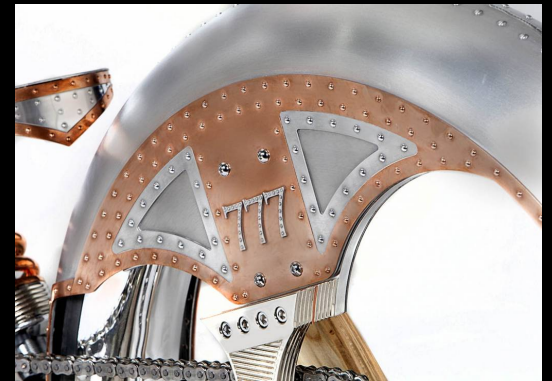
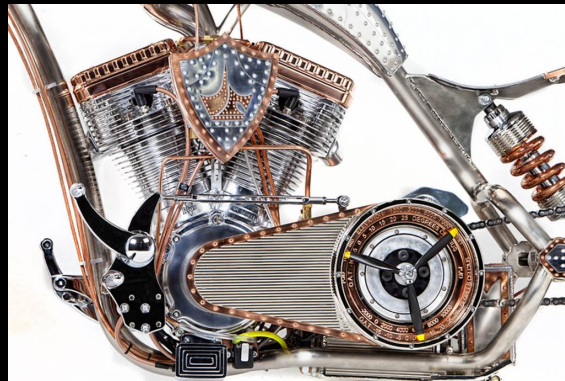
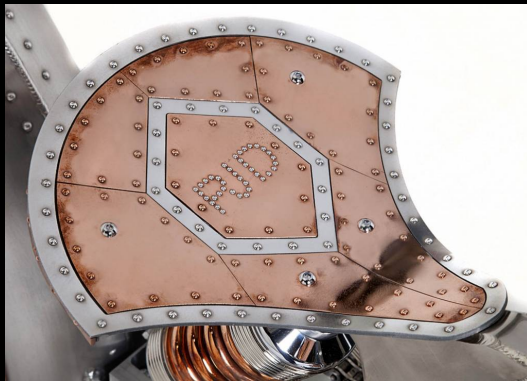
In 2019 Paul Jr. and his wife Rachael wrote and pitched the creative for a 2 hour special. It was picked up without change and in its entirety directly from the network.

The 2 hour special was wildly successful and aired in August 2020. It was rated #3 in cable ratings for the night (Excluding Sports) and #1 in their demo of M 18-54.

Awaiting regulations of filming during COVID to change, AC has the goal to start filming again in 2021.

BUILD OFF 1 BIKE

TOOK HOME FIRST PLACE FOR CHOPPER LIVE IN VEGAS



BUILD OFF 2 BIKE

TOOK HOME FIRST PLACE FOR CHOPPER LIVE 2 IN VEGAS



RECENT BRANDED PROJECTS

EXAMPLES OF SOME OF OUR MOST RECENT BRANDED BUILDS

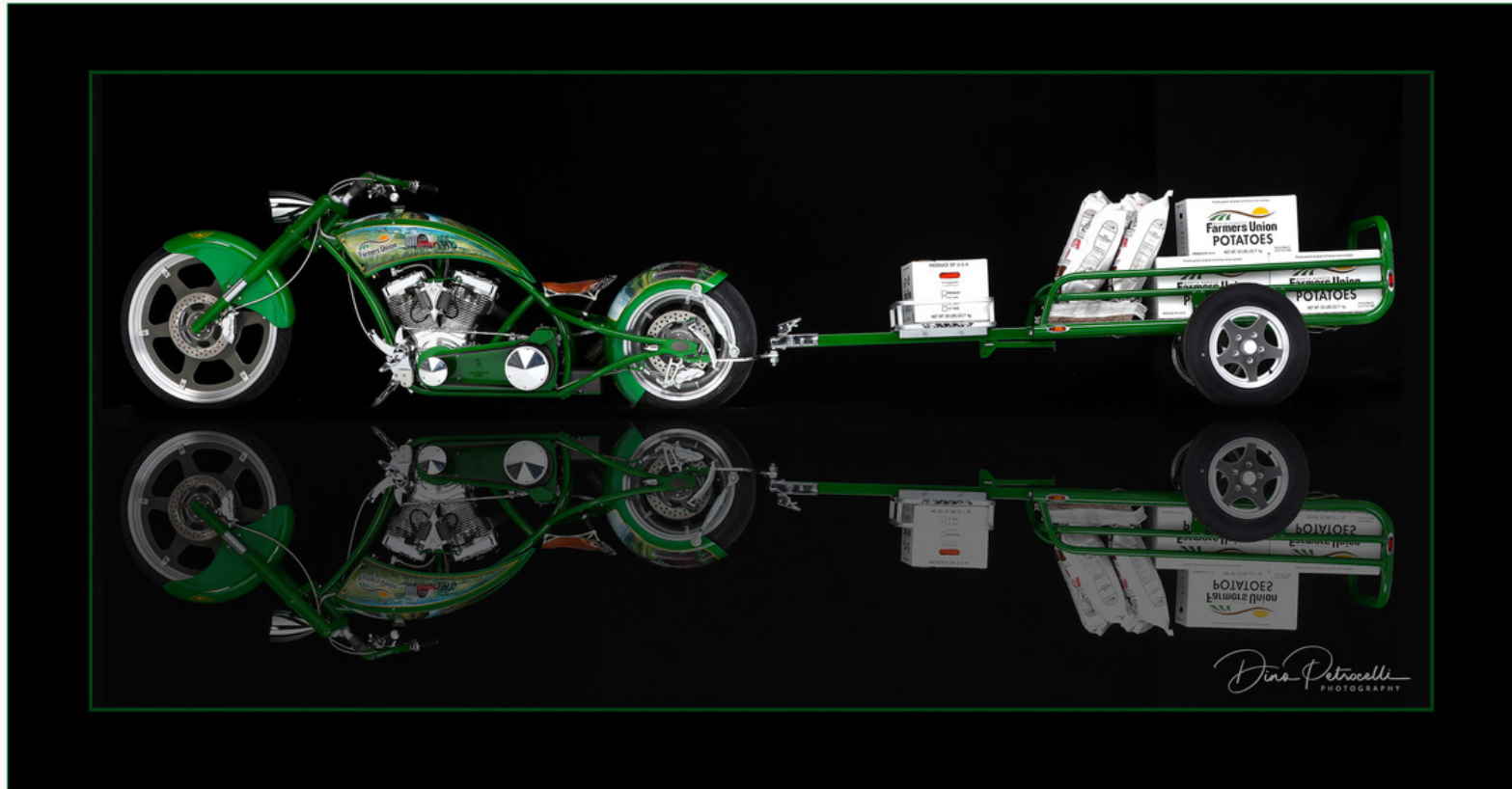


MLB Bike



RECENT BRANDED PROJECTS

EXAMPLES OF SOME OF OUR MOST RECENT BRANDED BUILDS



Farmers Union Bike



RECENT BRANDED PROJECTS

EXAMPLES OF SOME OF OUR MOST RECENT BRANDED BUILDS



TruNorth Bike



RECENT BRANDED PROJECTS

EXAMPLES OF SOME OF OUR MOST RECENT BRANDED BUILDS



Truck Warranty Trike

