



# ZeeDrives

2025 Overview





# The Lifestyle.

Zandara Kennedy, known as “ZeeDrives,” is a force of nature who blends high-octane adrenaline with unparalleled storytelling. A professional drift driver, Hollywood stuntwoman, and adventure enthusiast, Zandara has spent the last two decades crafting dynamic narratives through action, all while **living the kind of life most people only dream of.**

With **over 20 years of stunt experience**, Zandara’s expertise spans everything from designing cinematic sequences to executing precision moves behind the wheel. Her unique ability to tell stories through action has made her a **trusted collaborator for major brands like Audi, BMW, Mercedes, Jeep, Ford, Castrol, Pennzoil, Apple, and Amazon.**

Beyond the camera, Zandara embodies the adventurous lifestyle that brands strive to inspire in their audiences. She’s ridden **motorcycles** across South Africa, **scuba dived** in Madagascar and Mexico, and **free dived** with sharks off the coast of South Africa. From **mountain biking** and **rock climbing** to **horseback riding** in Morocco, Zandara’s adventures know no bounds—she’s even **ice-drifted** across Norway and Sweden and is currently **building out her own LMTV for off-grid exploration.**

Her passion for design and hands-on projects is evident in the **solo build of her custom Sprinter van**, which she used to traverse rugged terrains. These experiences, paired with her love for empowering others, are central to her work. Zandara is a leader in **creating opportunities for women in the automotive space**, having **launched a women’s tour** that has introduced over 100 women to automotive careers and given more than 10 their first experience working on race cars.

Whether she’s behind the wheel of a high-performance vehicle or diving into her next bold project, Zandara lives the lifestyle brands aspire to represent. **With a multilingual edge (she speaks French) and a global perspective from her travels, Zandara Kennedy isn’t just a driver or a stuntwoman—she’s a storyteller, an adventurer, and the perfect ambassador for any brand looking to ignite passion, inspire confidence, and connect with audiences who crave the extraordinary.**





## PROFESSIONAL SKILLS AND EXPERTISE

— **Pro Formula Drift Driver & Stuntwoman:**

20+ years of experience executing precision stunts and dynamic sequences.

— **Cinematic Storytelling Specialist:**

Designs and choreographs action-packed sequences to tell compelling narratives.

— **Brand Collaborator:**

Worked with Audi, BMW, Mercedes, Jeep, Ford, Castrol, Pennzoil, Apple, Amazon, and more.

— **Automotive Trailblazer:**

Launched programs providing over 100 women access to the automotive industry and hands-on experience with race cars.



## ADVENTURE & LIFESTYLE CREDENTIALS

### — **Global Traveler:**

Ice drifting in Norway and Sweden, horseback riding in Morocco, scuba diving in Madagascar and Mexico, free diving with sharks in South Africa, and multi-continental motorcycle riding.

### — **Hands-On Innovator:**

Built her own custom Sprinter van and is currently designing and building an LMTV for off-grid exploration.

### — **Outdoor Enthusiast:**

Mountain biker, climber, and equestrian with a passion for exploration and rugged adventures.





## PERSONAL ATTRIBUTES

### — **Storyteller:**

Excels at connecting brands to audiences through dynamic, action-focused content.

### — **Adventurous Lifestyle:**

Embodies the freedom, confidence, and bold spirit that brands want their customers to associate with.

### — **Leader:**

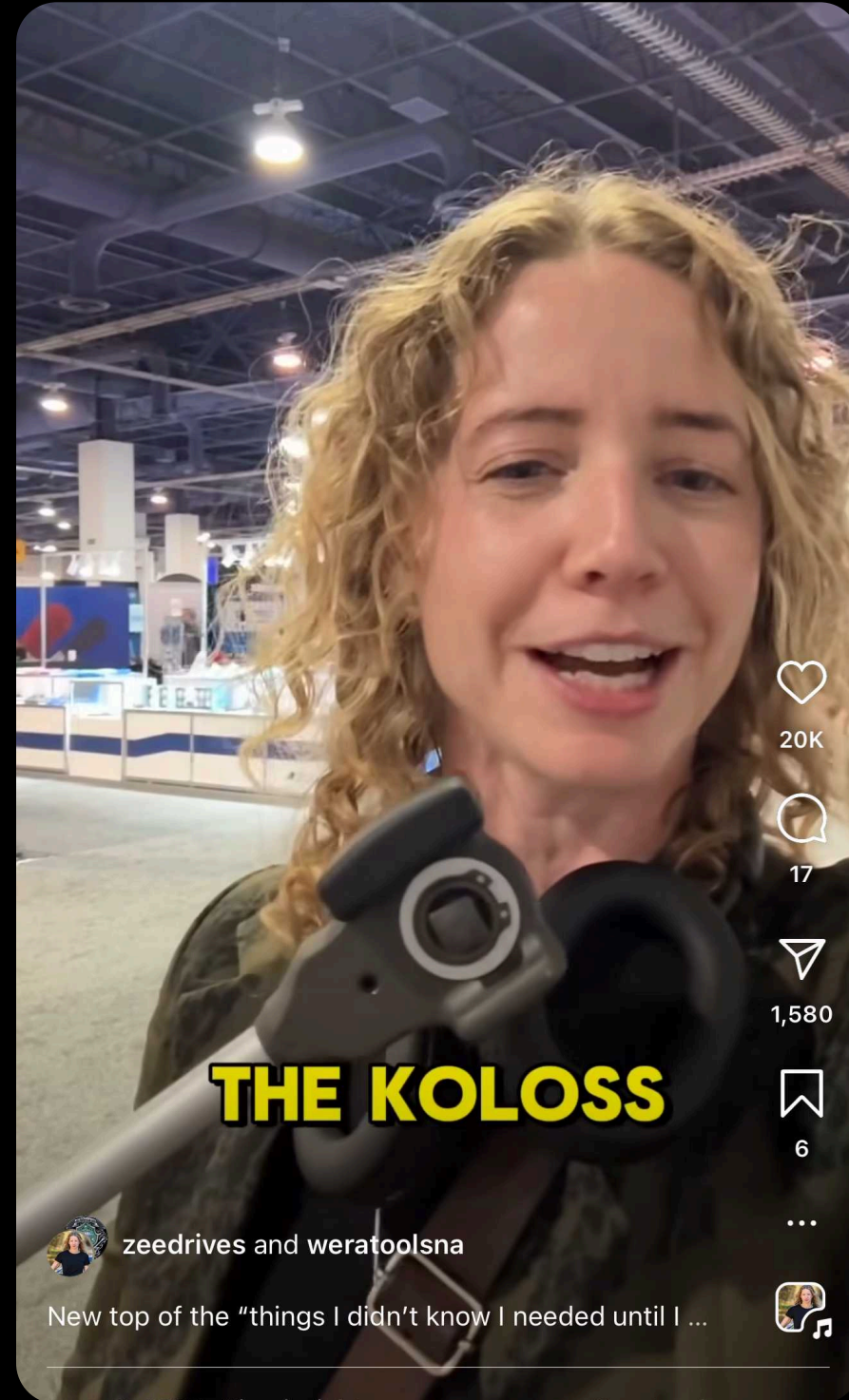
A champion for inclusion in the automotive and adventure industries.

### — **Multilingual:**

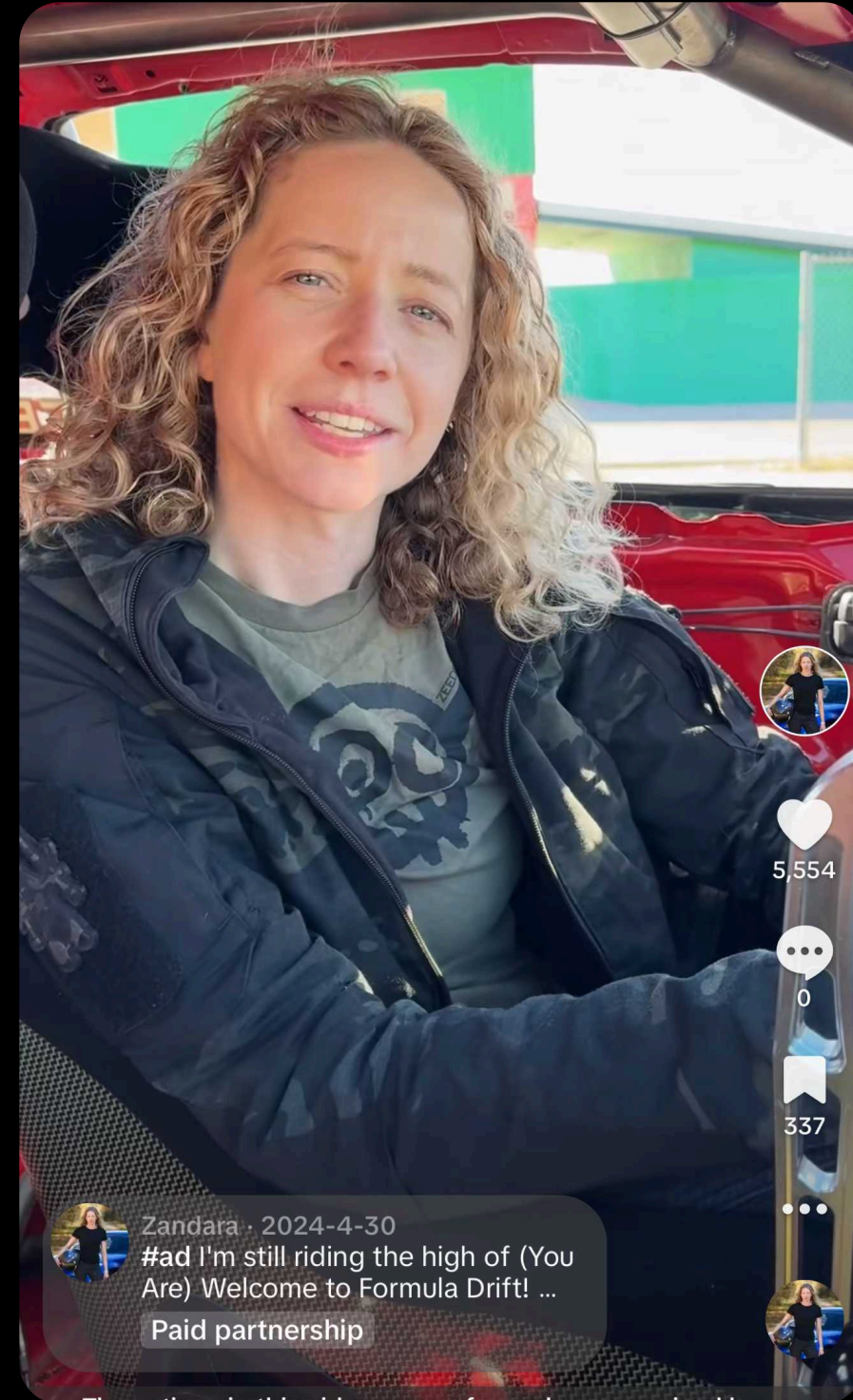
Speaks French, adding global appeal to her brand partnerships.



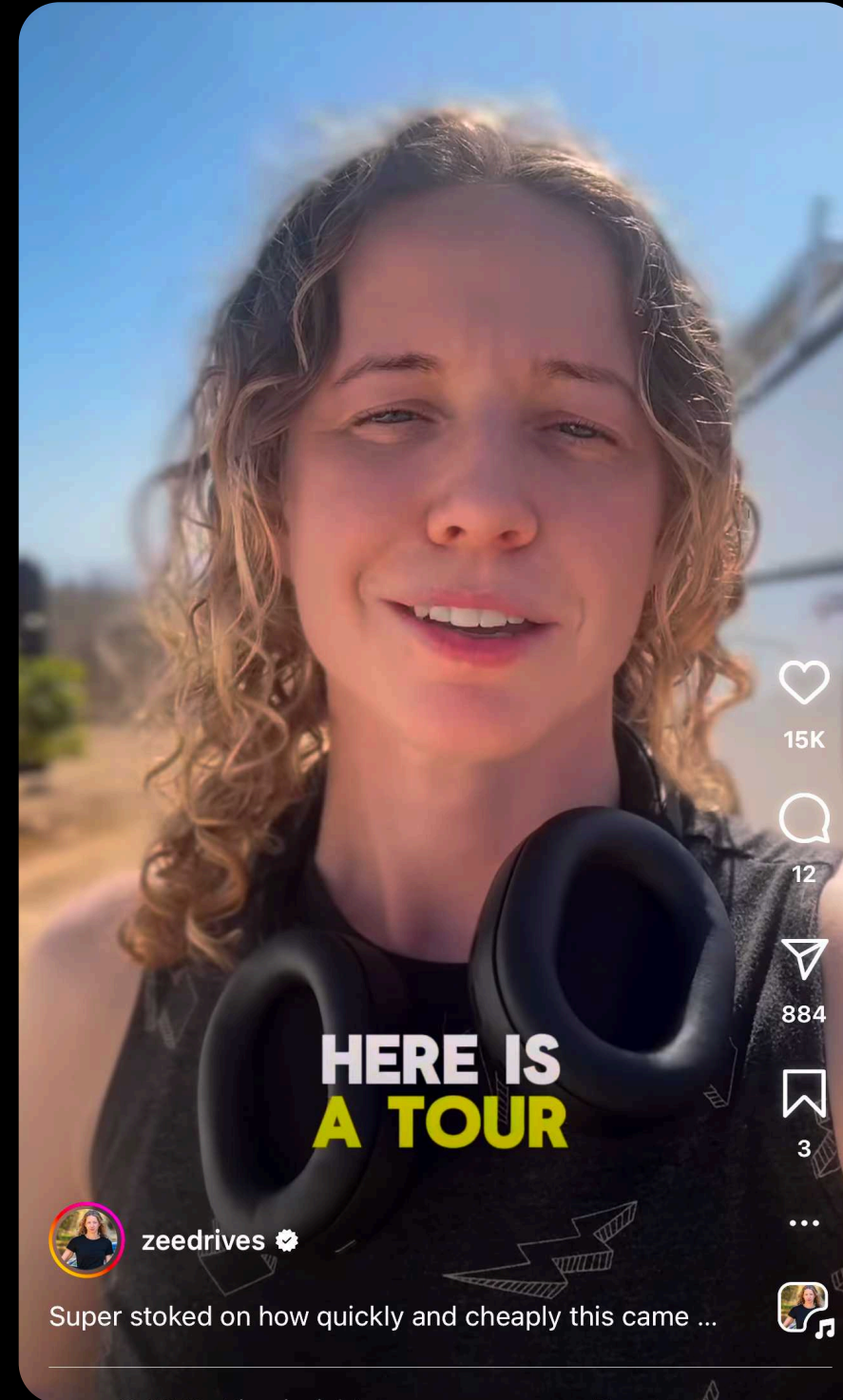
# Zandara's Top Performing Content



Views: 292K  
Engagement: 8%



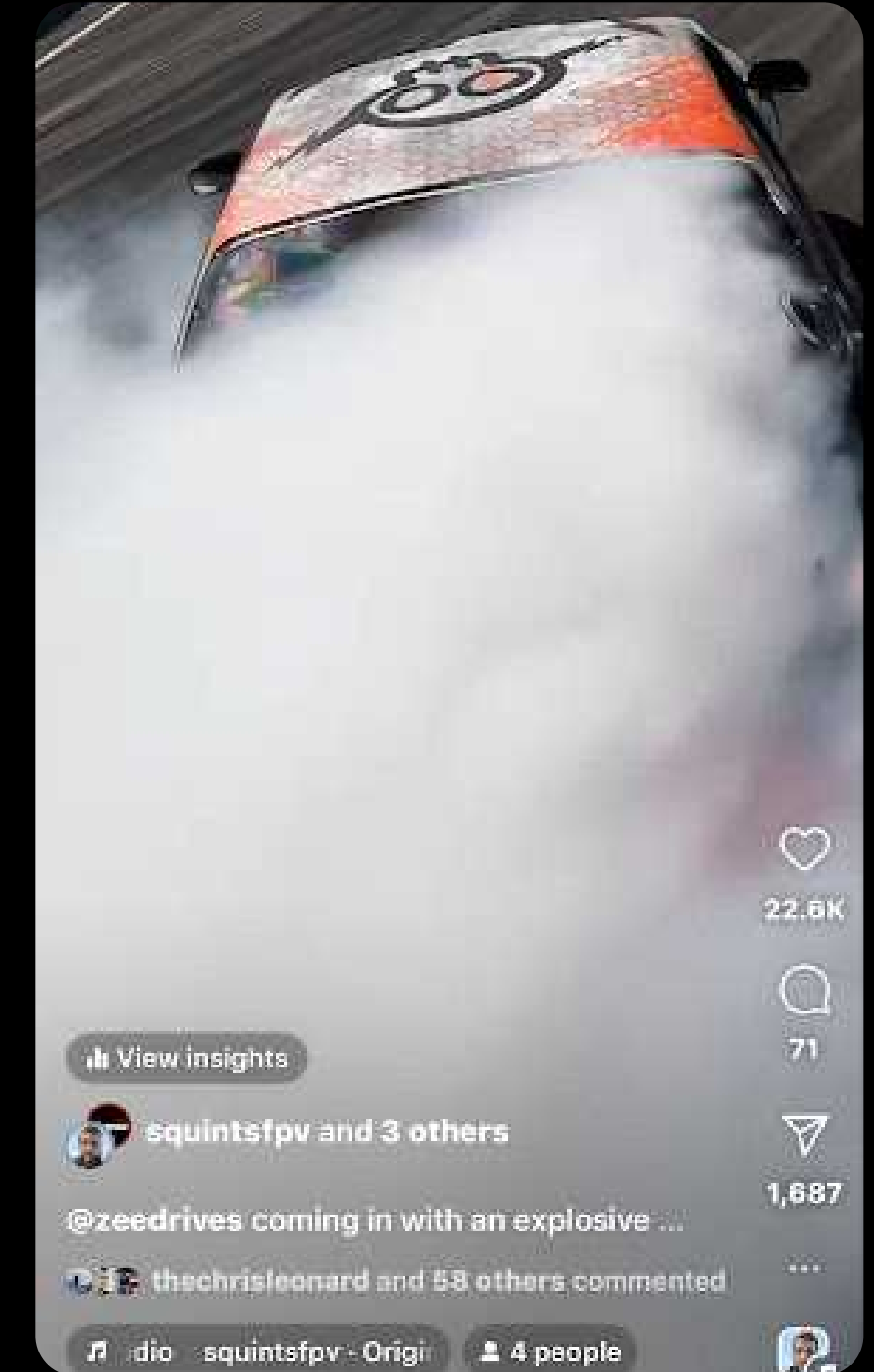
Views: 9.4 million  
Engagement: 1%



Views: 197K  
Engagement: 8%



Views: 320K  
Engagement: 5%



Views: 2.4 million  
Engagement: 1%



# Social Reach

## Instagram

**42.5K**  
followers

>10K new followers in last 30 days.  
>3M views in last 30 days.  
Top performing post: 2.7M views  
78% male | 22% female  
60% age 18-34

## YouTube

**440%**  
subscriber growth  
(6mo)

Fastest growing platform.  
Subscribers: 1K  
84% male | 16% female  
54% age 18-34

## TikTok

**9M**  
views on top post

Newest social account.  
Post views (60 days): 2.5 million  
59% male | 41% female  
67% age 18-34





## Press & Podcasts



Uma Thurman's Daredevil Stunt Driver Blazed Her Own Trail in a Male-Dominated Industry — Here's What She Wants to Tell Women Everywhere  
**Entrepreneur. | 3.2 million readers**



In the Fast Lane with Zandara Kennedy  
**Metrosource Magazine | 125K readers**



LS FEST WEST 2022: STUNTWOMAN AND FORMULA DRIFT COMPETITOR ZANDARA KENNEDY  
**Holley Motor Life**



Zandara Kennedy on set of 'Nancy Drew' and being a female stunt coordinator  
**Nerd Alert News**



'I Felt Alone in the Straight, Male World of Racing'  
**Newsweek | 100 million readers**



Interview: Stunt performer and drifter Zandara Kennedy  
**Sorenson's Speed Talk**



Also Featured On:

**5.1M**  
subscribers

**DAILY DRIVEN  
EXOTICS**

**3.3M**  
subscribers

**TJ HUNT**

**336K**  
subscribers

**FASTERPROMS**

**1.7M**  
subscribers

**LARRY CHEN**

**5.4M**  
subscribers

**LZ WORLD  
TOUR**

**5.2M**  
subscribers

**@FORMULA D**



# Movies & Television



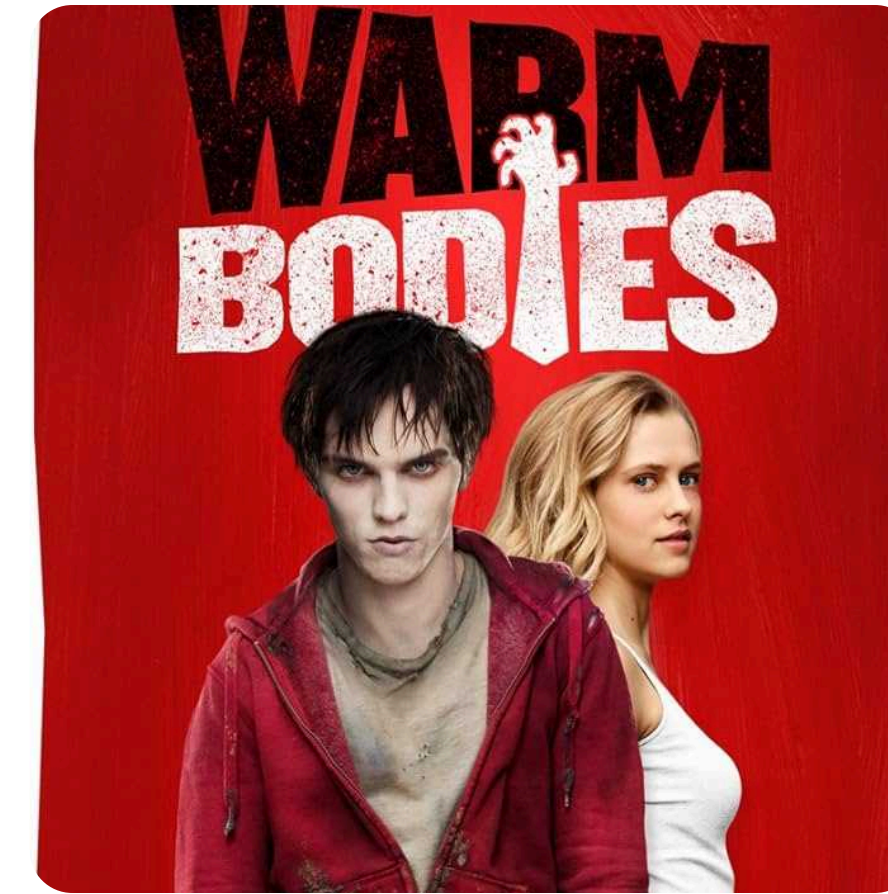
Lucifer



X-Men: Days of Future Past



Robocop



Warm Bodies



Final Destination 5



X-Files



Twilight



Supernatural



Deadpool



Arrow



# Brands Collaborations



McDonalds



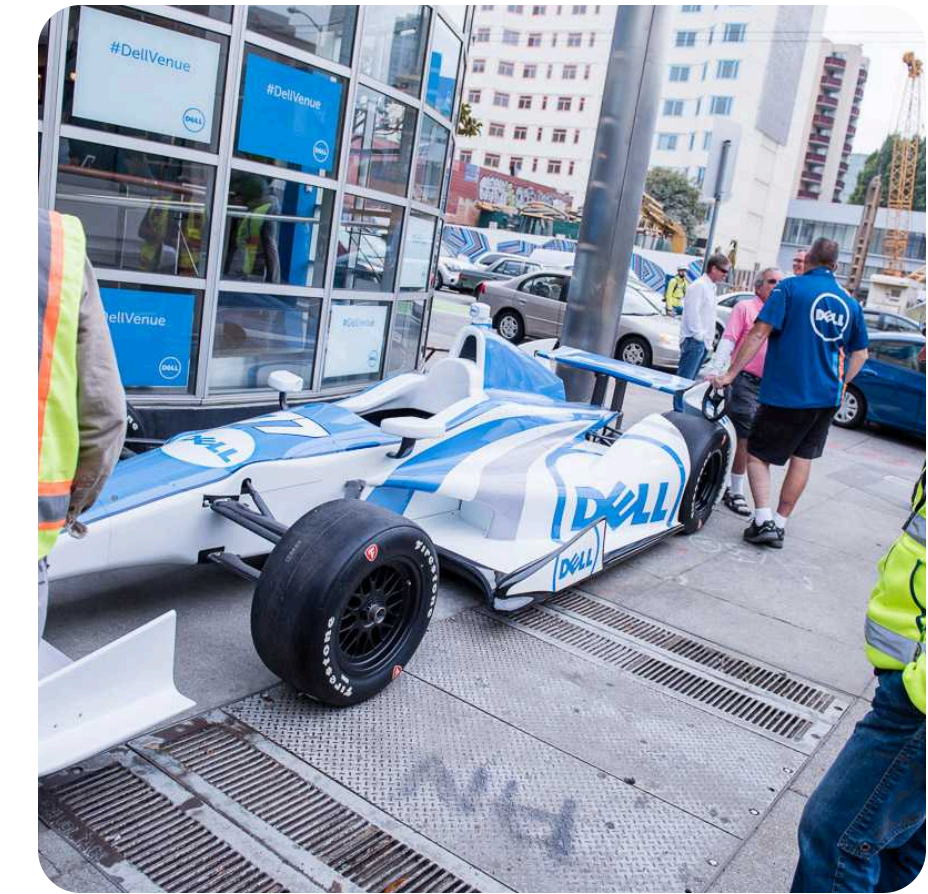
fitbit



BMW



Mercedes



Dell



Microsoft



Virgin Mobile



Mazda



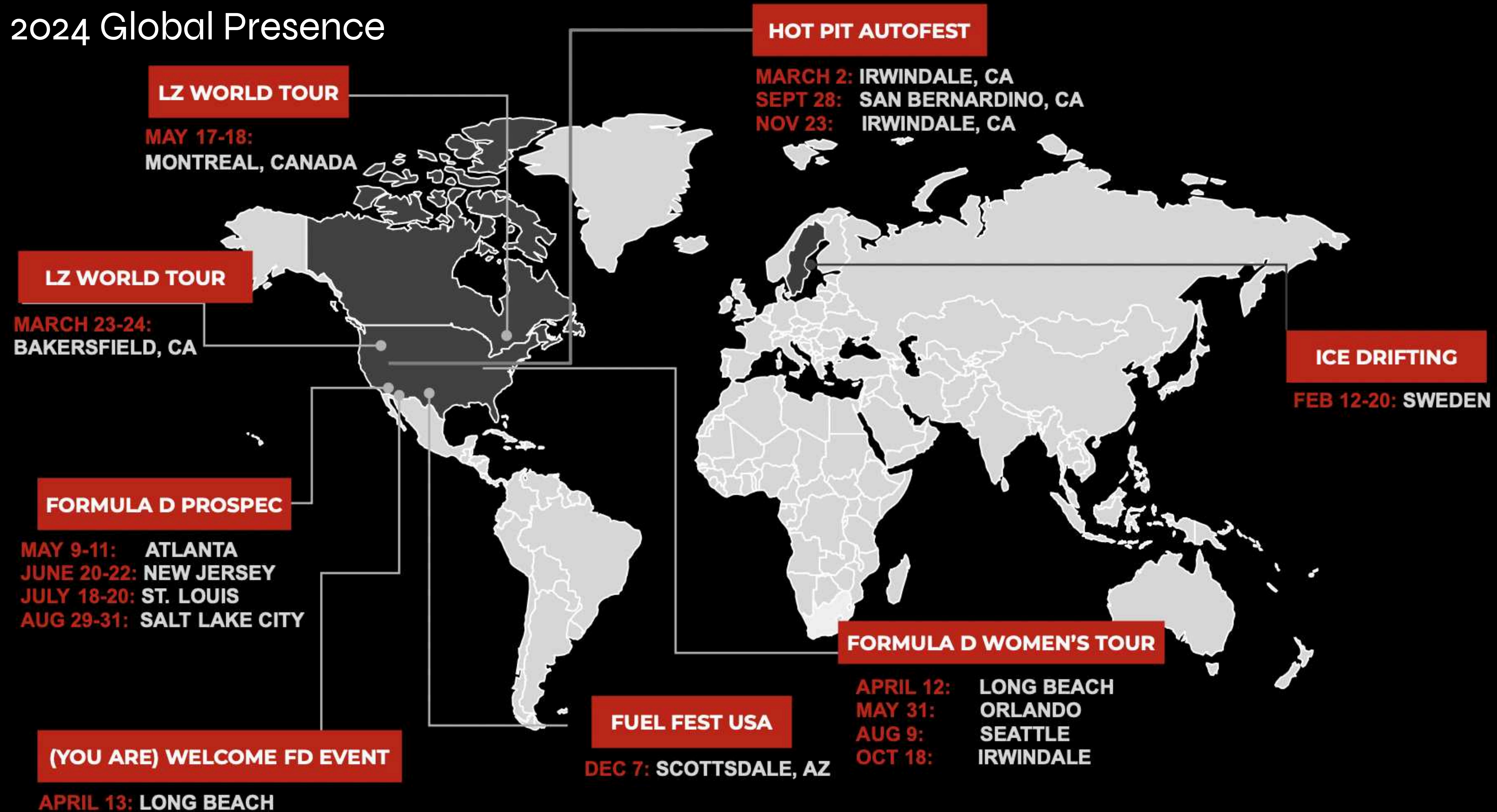
Castrol



Toyota



# 2024 Global Presence



# 2025 Lifestyle Events

## LS FEST

>100K  
attendees

LS FEST is THE automotive festival for motorheads, with Drag Racing, Drifting, Autocross, Burnouts, a HUGE Car Show, Off-Road, and more.

More than just a platform, the LS Fest brand is an active forum for grassroots interaction.

An aspirational and highly visible event, the Holley LS Fest connects with and engages consumers who actively purchase automotive performance products.

1.8 million followers

## GRIDLIFE

>120K  
attendees

GRIDLIFE operates a series of motorsport events and festivals across North America. As a motorsports lifestyle brand, it celebrates the full spectrum of car culture, and packages it up in an experience where good times bring everyone together, with unique ride-along experiences on-track and nationally touring musical acts on stage.

300K followers | 2.3K drivers

## FuelFest

>20K  
attendees

*\*Exclusive Event\**  
Founded by Paul Walker's brother, FuelFest is a global event that blends the enthusiast's passion for the automotive world with live musical performances, racing, and art, giving fans the music festival and car show experience all at once.

250K followers | Events on 3 continents





## BUILDING THINGS

With no family history of car culture, Zee's journey of discovery is relatable, aspirational and cautionary.

Her content covers a wide spectrum - from intimate looks behind the scenes to the world of as a driver and team owner in professional motorsport, to race car upgrades and passion projects that are both impossible to resist and way more complicated (and costly) than originally anticipated.

Her upcoming build project is an outlandish camper conversion.



## OVERLAND CAMPER BUILD

2003 Stewart & Stevenson LMTV

Zee's latest project is her soon to be home and tow rig - an ex-military **4x4** 2.5 ton truck designed to go anywhere. This 12' tall M1078 Light Medium Tactical Vehicle weighs 22,900lb and is powered by a Caterpillar C7 making 275HP. It is equipped with **helicopter lift points**, a bi-directional winch, and a suspension squat mode that allows it to be **loaded into a cargo plane**.

### Planned Upgrades:

#### Living:

- Camper conversion
- Rooftop deck

#### Power:

- Rooftop solar power system
- Battery bank
- 12V wiring

#### Performance:

- 22.5" wheel conversion
- All-terrain/overland tires
- Turbo rebuild/upgrade
- Exterior lighting
- Cab-area escape hatch

**& so much more...**







## THE LIFESTYLE OPPORTUNITY

Motorsport lifestyle events provide access to new and developing fan demographics by providing a crossover point between fans of other motorsport disciplines, drift fans, and festival-goers seeking the best vibes. These events provide an opportunity to engage with fans directly through unique activations that put products directly in their hands.



## CREATING NEW FANS

Motorsport fandom is all about exposure - with no rules to understand and a multitude of activities, festival environments allow participants to take it all in at their own pace, opening the door and allowing an alluring peek into a world they may never have seen or imagined.

## WHERE MARKETS INTERSECT

Fan activations, interactive experiences, on track opportunities coupled with off-track entertainment allow lifestyle and automotive enthusiasts to cross-pollinate, creating unique opportunities for brand exposure outside of traditional markets.

## KEEPING IT CASUAL

Where Formula Drift is all about fast paced competition, festival events connect drivers and fans with the inherent joy and camaraderie that brings enthusiasts at all levels of their journey together. The opportunity to ride along (and sing along) with new friends and favourite drivers is unmatched in any other sporting genre.



## Your Brand Growth

OVER FIVE  
MILLION VIEWS  
EACH MONTH

GEN-Z &  
MILLENNIAL  
AUDIENCE

MILLIONS OF  
YOUR BUYERS  
SEEING YOUR  
BRAND EACH  
MONTH

PRESENCE IN  
THE HIGH-  
ADRENALINE  
AUTOMOTIVE/  
LIFESTYLE  
SPACE

ZEE IS EASILY  
INSURABLE FOR  
CRAZY STUNTS

GLOBAL  
PRESENCE

CONNECTIONS  
WITH CREATORS  
WORLDWIDE  
(CO-HOSTED  
CAMPAIGNS)

RAD CONTENT  
AND UNIQUE  
LIFESTYLE  
INSIGHT

Organizing controlled chaos for >20 years



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