

JON MELICHAREK · FOUNDER / DIRECTOR — SOCAL ROLLERS

BASED SAN DIEGO, CALIFORNIA · EST. 2024 · SOCAL MEDIA LLC

SoCal Rollers is a San Diego automotive content studio built around chase-car rolling shots — car-to-car cinematography on canyon roads, the coast, and everywhere in between. Alongside commissioned shoots, the studio maintains a licensed archive of editorial automotive photography and publishes a weekly journal covering the Southern California car scene. The studio operates under SoCal Media LLC of San Diego.

THE WORK

- 10,000+ frame archive
- Chase-car rolling shots
- Event + concours coverage
- Cinematic short features
- Aerial coverage

COVERAGE

- All of the U.S. — California first
- San Diego county, year-round
- Palomar + Mt. Laguna canyons
- Pacific Coast Highway
- Major car events and shows

THE KIT

- Nikon Z6III · 4K60 N-RAW
- Nikon D850 + pro photo lenses
- Aerial platform
- Gimbal-rigged chase vehicle

AUDIENCE & REACH

1M+

SINGLE-MONTH IG VIEWS

650K+

AVG MONTHLY VIEWS

99%

NON-FOLLOWER REACH

3K+

MONTHLY WEBSITE VIEWS

SOURCE · INSTAGRAM INSIGHTS + SITE ANALYTICS

EVENTS COVERED, PRESS & ACCREDITATION

- La Jolla Concours d'Elegance — 2024 · 2025 · 2026
- NASCAR San Diego — Anduril 250, Naval Base Coronado — 2026
- Ferrari Owners Club San Diego — Anza-Borrego Rally — 2023 · 2024
- HRE Wheels UNSTOCK (Porsche) — 2023 · 2025
- ShoutoutSocal — 'Meet Jon Melicharek' · featured interview · October 2024

SHOUTOUTSOCAL.COM/MEET-JON-MELICHAREK-CO-FOUNDER-PHOTOGRAPHER

FIND THE WORK

PORTFOLIO

socalrollers.com/portfolio

JOURNAL

socalrollers.com/blog

INSTAGRAM

[@socalrollers](https://www.instagram.com/socalrollers)

EMAIL

jon@socalrollers.com

COMPANY

socalmediasd.com

OUTLET

socalrollers.com