HUQIDAO

Automotive & Overland Creator · Documentary Director

Drive to the end of the road. Bring the story back.



I’m Hu Qidao, a Chinese automotive and documentary creator. I help international programmes and brands connect with China through Chinese-language storytelling, local production and field experience.

His background includes OVERLAND: IMPOSSIBLE and bringing 4wdTV to China. His automotive and outdoor work combines first-person storytelling, driving participation and on-location interaction.

Public Platform Figures

Bilibili

564,743

Followers

Observed 2026-10-15

Public source

Kuaishou

1,197,223

Followers

Observed 2026-10-15

Public source

YouTube

≈ 13,700

Subscribers

Observed 2026-10-15 · rounded

Public source

Instagram

6,982

Followers

Observed 2026-10-15

Public source

Facebook

156

Followers

Observed 2026-10-15

Public source

Figures are individual public-page observations, not live counters or deduplicated people. Historical audience profiles are available in the online media kit.

Ways to Collaborate

Short-form Brand Campaigns
Product storytelling, field testing, scripted shorts, event content, fast edits and multi-platform distribution.

Documentary and Long-form Production
Brand documentaries, character stories, race coverage, destination films and international series.

Special Field Production
Extreme cold, deserts, jungles, borders, off-road courses, long-distance drives, trailer challenges and complex vehicle recovery scenes.

Off-road Events and Vehicle Testing
Route design, real-world challenges, vehicle comparisons, product stress tests, live event coverage and program packaging.

CHINA PRODUCTION / CHINESE LOCALISATION

Your China Partner for Automotive and Outdoor Stories

4WD TV in China — From Programme Introduction to Local Content

From introducing an international programme and adapting it into Chinese to local filming and project delivery. 4WD TV China connects off-road stories with Chinese audiences, people and real locations.

Programme introduction
Connect with the international programme team and introduce the content to Chinese audiences.

Chinese localisation
Adapt the language and presentation for Chinese audiences.

Local filming and events
Connect programme personalities with local filming and events in China.

Brand storytelling
Build brand stories around vehicles, equipment and people in the field.

Explore the project and public films

Brands and Public Projects

A selection of collaborations, public projects and industry relationships. Individual project pages describe the specific contribution.

Airbag Man / 4WD TV / Land Rover / GAC Trumpchi / iCAR / TANK / BRP / GWM / Chery / SAIC MAXUS / Beijing Automotive / Ford / Jeep / ARB / ALL-TOP / ADA Overland / LF Bro / LightFox / Chiku Lighting / BFGoodrich / YAKIMA / X-BULL / WD-40 / WORX / EcoFlow / Jackery / Renogy / CTEK / iKamper / Dometic / ICECOLD / ICECO / K-MAN / Black Series Camper / YSL / SEMA / Overland Expo / Chinese National Geography / GT Show / ifeng.com

araya@huqidao.com
Plan a China project

SELECTED WORK / BRAND COLLABORATIONS

Products in Use. Stories in the Field.



Frame from driving-participation footage

Land Rover Defender TVC — UTV Driving on Camera

UTV driving participation in an automotive commercial, with turning, sand movement and close passes captured on location.

UTV Driving Participation

Explore project



Original public Autohome cover

Trumpchi Yue7 — Their First Off-road Weekend

From route exploration to Their First Weekend, a stock Trumpchi Yue7, first-time off-road participants and a real route become part of the same project.

Vehicle Content Collaboration / Route Exploration and On-camera Participation

Watch the original · Autohome · 8:53



Film still · K-MAN interview

K-MAN — A Conversation with Jiang Taiyun

A conversation with K-MAN founder Jiang Taiyun connects suspension, racing experience and the choices behind a product through a personal brand story.

On-camera Interview

Watch the film · HUQIDAO · 8:47

Documentary and Travel Stories

OVERLAND: IMPOSSIBLE — Arctic Trailer EP1
An Arctic trailer featuring an F250 towing a caravan and a cold-weather overland journey.
Watch the original · Bilibili

Malaysia — Where Did the Fuel Cap Go?
A clue in a photograph reveals a missing fuel cap. Practical constraints, choices and a request for help turn a small problem into a travel story.
Watch the original · TikTok

Discuss Your Project

For a vehicle, a piece of gear or an event, we can discuss short-form films, documentaries, route stories and on-location production. Share your project, timing, location, deliverables and a reference film.

araya@huqidao.com
https://huqidao.com/en/contact/ · All work

MORE WORK / VEHICLES / EQUIPMENT / EVENTS

More Stories, More Ways to Collaborate

Explore case descriptions and watch vehicle, equipment and event films on the website.

4WD TV in China — From Programme Introduction to Local Content

International Programming / Chinese Localisation

Explore this project



Original project cover

iCAR03 — A Little Box in the Snow

Vehicle Experience / Features in Use

Explore this project



Original public Autohome cover

Ford — Vehicles and People on an Inner Mongolia Route

Automotive Route Film

Explore this project



Film still · Vehicle use in snow

TANK 400 — A First-season Vehicle Review

Vehicle Experience / Issues in Use

Explore this project



Film still · Wrangler and the journey

Jeep Wrangler — A Vehicle and Memories of the Road

Vehicle Story / Travel Narrative

Explore this project



Film still · Landscape crop from the portrait film

Shanhai Poer Performance — A Pickup on Home Ground

Pickup Experience / First-person Story

Explore this project

MORE WORK / VEHICLES / EQUIPMENT / EVENTS

More Stories, More Ways to Collaborate

Explore case descriptions and watch vehicle, equipment and event films on the website.



Film still · Vehicle and destination

Chery — A Visit to Giant Panda National Park

Automotive Story / Nature Visit

Explore this project



Original public Autohome cover

Taytan 700 — The Route Begins at Pickup

Automotive Content / Road-trip Story

Explore this project



Film still · BRP brand event

BRP Wanning — From the Event to the Outdoors

Brand Event / Outdoor Vlog

Explore this project



Portrait film · Landscape preview of a travel scene

BFGoodrich — From the Journey to the Brand Event

Tire Brand / Event Film

Explore this project



Film still · Portable power outdoors

Jackery — Portable Power in the Snow

Portable Power / Product Film

Explore this project



Film still · Equipment on a snowy trail

X-BULL — Equipment on a Snowy Trail

Off-road Equipment / Snow-trail Film

Explore this project