

# CLASSIC DRIVER

## Meet the social media star whose first car was a BMW 7 Series

### Lead

With more than 3,000,000 followers on Instagram and TikTok, 20-something Maximilian Chester's 'Pwufstalkscars' is one of the most hyped personalities in the contemporary car world. Naturally, he wanted his own first car to represent him to perfection.



Love it or loathe it, social media has revolutionised the way in which we consume media. Sure, many accounts still live and die by the mantra of only posting food pics and dance routines, but in the automotive landscape, a new era of journalists has emerged, and Maximilian Chester, founder of ['PwufTalksCars', a 3,000,000-follower empire that spreads across both Instagram and TikTok](#), did it all with a joke-shop-bought plastic hand as his glamorous assistant. We caught up with Max to talk through his meteoric rise to social media fame, and learn more about his luxurious first car choice.

**It's great to see you Max - for those who have perhaps been living under a rock for the last 12 months, or haven't found themselves doom-scrolling on TikTok or Instagram, tell us just who is 'Pwuf Talks Cars'?**

Honestly, I ask myself that question sometimes too! A lot of people wonder what 'Pwuf' means, and the truth is, it can mean whatever you want it to. My love for cars started at a very young age, and I always knew I wanted to do something in the automotive world. What began as a passion project—just filming cars for the fun of it—has completely changed my life in ways I never could have imagined. The fact that I get to wake up every day and do what I love is something I'll never take for granted.



**Has your love for cars been a lifelong obsession, or one that has only recently developed?**

Cars have always been a huge part of my life. There wasn't really a single moment when I thought, 'That's it, I'm a car guy now'—it was more a collection of little moments that made it clear. One of the earliest and most vivid memories I have is from when I was between 3 to 6 years old. I couldn't remember the names of my mum's friends, but I could recall every single car they drove—from a Buick Regal to a Chrysler Voyager. I distinctly remember being fascinated by the Voyager's hood ornament, wondering why a minivan would have one! Those little details stuck with me, and even now, I still think about them. Another might be when I got an Xbox 360 for my 8th birthday and the first game I had on it was Burnout Paradise! I was only allowed on the Xbox from Friday to Sunday so, every Friday after class was definitely something to look forward to.



**And while the criteria for most first cars is a flexible front bumper and the lowest insurance policy possible, we've heard your first car is something a little different...**

One thing that always gets a reaction is the old Nokia phone in my car. It doesn't work, but it never fails to put a smile on people's faces when they see it. But for me, what truly draws me to my 7-Series is its sheer presence. Even after a year of ownership, I still catch myself looking back at it every time I park. Especially after a wash. The combination of clear glass, the pristine white interior, and those stunning diamond-cut M Parallels against the Individual Avus Blue Metallic exterior never gets old. The boot is massive, it's got wireless Apple car play within its original screen, a sunroof for the rare sunny days, 5 seats to fit my friends and a smooth ride for long journeys is all that I need. I bought it for the same price as a 10-year-old Ford Fiesta, yet every time I drive it, I feel like a million dollars!

**For those who may be considering entering the big barge community, what's it like owning a stately saloon around the sometimes narrow streets of London?**

Not as difficult as one might think. My E38 7 series is about the same size as a current-day BMW 3-series! While it doesn't have cameras, it did come with parking sensors which makes the parallel park just a tad bit easier!



**Many will know you as the exceptionally well-dressed, eloquently spoken man with a plastic hand. Where exactly did your social media journey begin?**

My journey with social media started when I was 14. At the time, I ran the largest Rolls-Royce fan page, which grew to around 400,000 followers, and I did the same for Range Rover, reaching a similar audience. That experience made me fall in love with social media. I was posting twice a day, once before school and again when I got home.

After moving to London, I kept managing those pages, but at some point, I realized I wanted to create something for myself instead. I had two part-time jobs paying below London minimum wage and was a full-time student. All that I knew was that something had to change so that I wouldn't be cleaning windows and toilet scrubbing on a beautiful summer day. So I added content creation into the mix because it was what I was good at and the rest is history!

Oh, and the hand? To be completely honest, I just thought it would be a brilliant idea to trademark it and put a smile on people's faces while doing so. People would constantly ask what had happened to my hand, thinking my left hand had somehow shrunk to a quarter of the size and was made of hard plastic, but it all added to the mystery and every comment helped my videos spread to a wider audience. Many have tried to replicate it, but I'm proud to say the plastic hand was all me!

**You're the archetype of the new age car journalist, using social media as the perfect easle for creativity and entertainment. What advice would you have for those who want to give it a go?**

The only thing I have to say is to be consistent and just start. Literally nothing will happen or change if you do not start in the first place. Just starting is already a huge step in the right direction and by being consistent will put even more meaning into starting in the first place!





**It's led you to get behind the wheel of some truly jaw-dropping cars, could you possibly name three stand-out machines?**

My top 3 would be the NYC Taxi Ford Crown Victoria which put the biggest smile on my face, the Microlino and the various Spyker models which I have filmed!

**We've spotted there's a recent addition to the Pwuf fleet, can you tell us a little more about it?**

Well when my friends said that I needed a sports car, I could not think of anything better than a BMW Z1. Whilst I love Porsches, in London, they're about as common as a Toyota Prius. Everyone and their grandma has one and that simply did not appeal to me. I've always wanted something different and the Z1 is well... very different. If I purchase something, it will always be rare, interesting and unexpected!



**Quick fire, your dream three car garage?**

BMW Z8, BMW 7-Series, 1991 Jeep Grand Wagoneer.

**Is there a car you've not yet covered that you're desperate to feature?**

1996 Mercedes F200 Imagination Concept!



You can follow Max's adventures with his dynamic BMW duo, as well as his [algorithm-smashing Instagram reels here!](#)

*Photos by Tom Shaxson for Classic Driver 2025*

**Gallery**

























































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