



Detroit Concoors 'Powered by Detroit' Campaign Honors People Who Put the World on Wheels

Traverse City, MI - August 9, 2023 - The Detroit Concoors, a celebration of the city and the automotive culture that defines it, will host 'Powered by Detroit,' a campaign which honors the people who put the world on wheels by highlighting their vehicles and stories. This year's event, taking place Friday, September 22 and Saturday September 23, will also feature Ed Welburn, a 44-year veteran of General Motors' design team, as Chief Judge. As part of the campaign, area enthusiasts are encouraged to submit applications for their collector cars to be featured in a special display at Cars & Community on Friday, September 22. A special class, Powered by Detroit, complemented by manufacturer-owned heritage vehicles, will be shown on Saturday, September 23 at the Detroit Concoors d'Elegance. Additionally, all Detroit Three employees and retirees will receive discounted event tickets. Car lovers are invited to participate in 'Powered by Detroit' by submitting photos of themselves with their collectible automobiles [here](#). Running through August 15th, the photos will form custom artwork and be unveiled at the September event.

"From assembly lines to design studios, machine shops and board rooms, America's automotive industry was powered by the people of Detroit. Many are unsung heroes, creating the cars we see in museums, on Concoors lawns and racing at tracks around the world and we thought it was time to highlight their collective contributions," said Matt Orendac, Hagerty's Vice Chairman, Concoors Group. "That's why this year we've taken a traditional honoree program and scaled it up with Powered by Detroit as our way of recognizing this collective passion and contribution."

The Detroit Concoors brings the community together around the love of cars. This includes partnering with the automotive industry's leading brands to offer the most engaging enthusiast-centered experiences. Brand partners include Alfa Romeo, Detroit Area BMW Centers, Bollinger Motors, Fiat, LaFontaine Classic Cars, McLaren, Mobil 1, Newsweek and Reliable Carriers. The event's non-profit partners include Midtown Detroit, Inc. and Cass Technical High School.

Friday's Cars & Community event will provide a festival of fun for the whole family. The day will feature 100 cars including Motor City car club displays, a collection of locally owned show vehicles curated from the Midwest, the Powered by Detroit class, a RADwood-era showcase and more.

Saturday's Concoors d'Elegance will host 150 historically significant vehicles. Featured classes including '57 Heaven, Mopar Magic, Ferraris from the '60s, and Concoors of America All Stars, which will include Best in Class vehicles from 1979-2021. Some Concoors entrants for 2023 include the 1948 Tasco Prototype, 1966 Nissan Silvia CSP311, 1928



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Auburn 8-115 Speedster, 1929 Duesenberg Model J Convertible Coupe and 1963 Buick Riviera. Early Entry and Club Detroit ticketholders may enter at 9 a.m.

Activities encompassing both days include a Future Drivers Club, with automotive activities designed just for kids as well as complimentary Mobil 1 Hagerty Ride & Drives which are available to the public on a first-come, first-served basis. Manufacturer test drives are expected with Alfa Romeo being an initial highlight. Tickets for Friday and Saturday's events can be purchased [here](#).

Ed Welburn has also been announced as the Detroit Concours d'Elegance's Chief Judge. With decades of hands-on experience designing cars and leading teams at the highest level, Welburn's keen eye for detail will elevate standards for judging at the Detroit Concours to match other world class Concours events.

For more information on this year's event or to purchase tickets, visit DetroitConcours.com.

About Detroit Concours d'Elegance

The Detroit Concours d'Elegance is a tribute to the people and city that designed, built and drove American car culture, and to the vehicles at its heart. Held at the Detroit Institute of Arts with activity throughout the city, complementary and ticketed activities include new-vehicle showcases, ride & drive opportunities, exclusive experiences as well as Friday's family-focused Cars & Community and Saturday's Concours d'Elegance.

The Detroit Concours d'Elegance builds on more than four decades of world-class automobiles, fine dining, exceptional hospitality and impactful community giving. Its heritage can be traced back to its beginnings in 1979 at Meadow Brook and Concours of America.

For more about the Detroit Concours d'Elegance, visit DetroitConcours.com.

Press materials are available at www.DetroitConcoursMedia.com

About Hagerty, Inc. (NYSE: HGTY)

Hagerty is an automotive lifestyle brand committed to saving driving and fueling car culture for future generations. The company is a leading provider of specialty vehicle insurance, expert car valuation data and insights, live and digital car auction services, immersive events and automotive entertainment custom made for the 67 million Americans who self-describe as car enthusiasts. Hagerty also operates in Canada and the UK and is home to Hagerty Drivers Club, a community of nearly 800,000 who can't get enough of cars. As a purpose-driven organization, Hagerty Impact aims to be a catalyst for positive change across the issues that matter most to our teams, our members, the broader automotive community, our shareholders and the planet at large. For more information, please visit



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