



## Hagerty and Gran Turismo 7 Partner to Offer Exciting In-Game Benefits for Car Enthusiasts, Game Players and Hagerty Drivers Club Members

TRAVERSE CITY, Mich., March 4, 2022 /PRNewswire/ - Focused on its purpose of saving driving and car culture for future generations, leading automotive enthusiast brand Hagerty announces a global gaming partnership with Sony Interactive Entertainment's Gran Turismo™ 7 available on PS4™ and PS5™ consoles from today. The partnership is an exciting first for Hagerty, which continues its reach into the entertainment world by embedding automotive history, knowledge and access within the game to foster car love for players and Hagerty members.

The new Gran Turismo 7 "Legend Cars Dealer" feature will house the Hagerty Collection, a suite of 70+ enthusiast vehicles of all forms, eras and performance capabilities. Hagerty CEO McKeel Hagerty will appear as an avatar within the game as the collection's advisor, guiding players through the lineup and providing historical and educational insights on each model.

"To achieve our purpose of saving driving and car culture we're laser-focused on creating on-ramps for car lovers of all ages," said Hagerty. "The Gran Turismo franchise is such a perfect place for us to do that in a digital environment and I can't wait to play the game and, via my in-game avatar, offer advice and comradery to gamers who stop by our virtual Hagerty Collection."

From epic muscle cars to rally heroes and from Group C Le Mans champions to silver screen legends, the Hagerty Collection has something for every car lover. Players will be able to acquire cars using game progression and in-game credits, with all prices shaped by the [Hagerty Valuation Tool](#). Prices will update throughout the year, based on the changing valuations in real life. Hagerty Valuation Tools® includes more than 15 years of pricing for 40,000 enthusiast cars, trucks, vans and motorcycles from the post-war era to the present. Players who are also Hagerty Drivers Club (HDC) members can opt in for an exclusive in-game benefit to own and drive a select car with a custom Hagerty livery from the Hagerty Collection\*. This benefit renews each year with a different legendary car.

"One of Hagerty's goals is bringing the love of driving to all ages in engaging and interactive ways," said President of Hagerty Media & Entertainment Paul Rehrig. "The release of Gran Turismo 7 has been long-awaited for gamers and car enthusiasts alike, and we're proud to bring the Hagerty community to it in such an innovative and compelling way."

The partnership is Hagerty's first exciting step into gaming culture.

\*Available via voucher code. Internet connection, account for PlayStation™ Network, and Gran Turismo 7 (sold separately) required to redeem.



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### **About Hagerty, Inc. (NYSE: HGTY)**

Based in Traverse City, Michigan, Hagerty's purpose is to save driving and car culture for future generations and its mission is to build a global business to fund that purpose.

Hagerty is an automotive enthusiast brand offering integrated membership products and programs as well as a specialty insurance provider focused on the global automotive enthusiast market. Hagerty is home to Hagerty Drivers Club, Hagerty Drivers Club magazine, Hagerty Drivers Foundation, Hagerty DriveShare, Hagerty Valuation Tools, Hagerty Media, MotorsportReg, Hagerty Garage + Social, Hagerty Marketplace, The Amelia, the Detroit Concours d'Elegance, the Greenwich Concours d'Elegance, the California Mille, Motorworks Revival and more. For more information on Hagerty, please visit [www.hagerty.com](http://www.hagerty.com), or connect with us on Facebook, Instagram and Twitter.

More information can be found at [newsroom.hagerty.com](http://newsroom.hagerty.com).

### **Forward Looking Statements**

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements reflect Hagerty's current intentions, expectations, or beliefs regarding its business. These statements may be preceded by, followed by or include the words "aim," "anticipate," "believe," "estimate," "expect," "forecast," "intend," "likely," "outlook," "plan," "potential," "project," "projection," "seek," "can," "could," "may," "should," "would," "will," the negatives thereof and other words and terms of similar meaning. Forward-looking statements include all statements that are not historical facts. Such forward-looking statements are subject to various risks and uncertainties. Accordingly, there are or will be important factors that could cause actual outcomes or results to differ materially from those indicated in these statements. Factors that may cause our actual decisions or results to differ materially from those contemplated by these forward-looking statements include: (i) Hagerty's ability to recognize the anticipated benefits of the subject of this release, which may be affected by, among other things, competition and the ability of Hagerty to grow and management growth profitability; (ii) the future financial performance of Hagerty; (iii) new entrants into the market or current competitors of Hagerty developing preferred offerings; (iv) the loss of one or more of Hagerty's distribution partners; (v) Hagerty's inability to prevent, monitor, or detect fraudulent activity, including transactions with insurance policies or payments of claims; (vi) Hagerty's ability to attract and retain members; (vii) Hagerty's ability to prevent cyberattacks or breaches of data security; (viii) regulatory changes affecting Hagerty; (ix) unexpected increases in the frequency or severity of



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insurance claims against Hagerty; and other risks and uncertainties listed in Hagerty's Form S-1 filed with the U.S. Securities and Exchange Commission on December 21, 2021. There is no assurance that any forward-looking statements will materialize. You are cautioned not to place undue reliance on forward-looking statements, which reflect expectations only as of this date. Hagerty does not undertake any obligation to publicly update or review any forward-looking statement, whether as a result of new information, future developments, or otherwise, except as required by law.

Any forward-looking statement speaks only at the date on which it is made, and Hagerty does not undertake any obligation to update forward-looking statements to reflect events or circumstances after the date they were made, whether as a result of new information, future events or otherwise, except as may be required under applicable securities laws.

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A 1965 Alfa Romeo TZ2 Zagato as featured in the Hagerty Collection in Sony Interactive Entertainment's Gran Turismo 7