



## Hagerty and Hendrick Motorsports Announce New Partnership — Collaboration Revs Up Enthusiast Benefits, Racing Content and Event Entertainment

TRAVERSE CITY, Mich., August 25, 2022 /PRNewswire/ - Brought together by a shared passion for car culture and motorsports, automotive enthusiast brand Hagerty has announced a new partnership with Hendrick Motorsports focused on increasing member and enthusiast benefits and value.

The year-long activation includes integrated content development, event access, facility use, and the inclusion of top Hendrick Motorsports personalities, amongst other exciting benefits. For Hagerty Driver's Club members, this includes unique, periodic car shows and tours at the team's state-of-the-art facility in Concord, NC and exclusive behind-the-scenes content. Hendrick Motorsports fans and Hagerty Drivers Club members can anticipate an exciting vehicle display at [The Amelia](#) in 2023.

"Part of our passion for car culture includes a strong love and admiration for motorsports, especially the competitive, performance-focused aspect," said Hagerty CEO McKeel Hagerty. "As Hagerty continues to focus on the growing motorsports lifestyle, partnering with one of the country's most iconic racing organizations felt like a natural way to unlock value for our members."

Hendrick Motorsports is the winningest team in NASCAR Cup Series history. Since 1984, the organization has earned a record 14 car owner championships in NASCAR's premier division. Similar to McKeel Hagerty, Hendrick Motorsports founder and owner Rick Hendrick turned a passion for cars into successful business ventures in the automotive and professional auto racing industries, including Hendrick Automotive Group and its nationwide portfolio of 94 dealerships.

"The most important part of our partnership is a mutual respect and passion for car culture and racing," said Hendrick, who is an avid car collector and preservationist. "We've long admired what Hagerty has done and continues to do for the automotive community and are thrilled to work together in a larger capacity through our new relationship."

### **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 Marketplace, Broad Arrow Group, Hagerty Drivers Club, Hagerty Drivers Club magazine, Hagerty Drivers Foundation, Hagerty DriveShare, Hagerty Valuation Tools, Hagerty Media, MotorsportReg, Hagerty Garage + Social, The Amelia, the Concours d'Elegance of America, the Greenwich Concours



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d'Elegance, the California Mille, Motorlux 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).

### **About Hendrick Motorsports:**

Founded by Rick Hendrick in 1984, Hendrick Motorsports is the winningest team in NASCAR Cup Series history. At the sport's premier level, the organization holds the all-time records in every major statistical category, including championships (14), points-paying race victories and laps led. It has earned at least one race win in a record 38 different seasons, including an active streak of 37 in a row (1986-2022). The team fields four full-time Chevrolet Camaro ZL1 entries in the NASCAR Cup Series with drivers Alex Bowman, William Byron, Chase Elliott and Kyle Larson. Headquartered on more than 100 acres in Concord, North Carolina, Hendrick Motorsports employs approximately 600 people. For more information, please visit [HendrickMotorsports.com](http://HendrickMotorsports.com) or interact on [Twitter](#), [Facebook](#) and [Instagram](#).

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