



## Hagerty Media Named Official Media Partner of the Pebble Beach Concours d'Elegance

TRAVERSE CITY, Mich., Aug. 14, 2021 /PRNewswire/ — Hagerty Media has been named an official media partner of the Pebble Beach Concours d'Elegance®, the founding pillar of the Monterey classic car week, the annual celebration of all things automotive in Monterey, California. As the official Media Partner, Hagerty Media will broadcast a livestream for the event, while also developing live and video-recorded content and presentations for digital media.

“Attending Pebble Beach is a dream for car fanatics,” said Larry Webster, senior vice president of Hagerty Media. “But for those who can’t be here this year, our livestream is a dream come true. We’re excited to partner with the Pebble Beach Concours d'Elegance to help expand their reach.”

During the Pebble Beach Concours d'Elegance, a live event will air on [Hagerty.com/media](https://www.hagerty.com/media), as well as on the [Hagerty Facebook](https://www.facebook.com/hagerty) page from 1:00 PM PT to 5:00 PM PT. The livestream is presented by WeatherTech, produced by the Torque Show, and is being broadcast in partnership with Hagerty Media. A co-branded microsite — [pebble.hagerty.com](https://pebble.hagerty.com) — features a series of articles and videos covering all aspects of the event.

Hagerty’s media operations include Hagerty Drivers Club magazine, which is one of the largest automotive magazines in the country; Hagerty YouTube, which is followed by more than 1.6 million subscribers; [Hagerty.com/Media](https://www.hagerty.com/Media), which features automotive news, reviews and market trends; the Hagerty Community, where enthusiasts gather to talk cars; and Hagerty’s popular social media platforms.

### **About Hagerty**

Hagerty is an automotive enthusiast brand offering integrated membership products and programs. Hagerty is home to [Hagerty Drivers Club](https://www.hagerty.com/drivers-club), [Hagerty DriveShare](https://www.hagerty.com/drive-share), [Hagerty Valuation Tools](https://www.hagerty.com/valuation-tools), [Hagerty Media](https://www.hagerty.com/media), Hagerty Drivers Club magazine, [MotorsportReg](https://www.hagerty.com/motorsport-reg), [Hagerty Garage + Social](https://www.hagerty.com/garage-social), the Amelia Island Concours d'Elegance, the [Concours d'Elegance of America](https://www.hagerty.com/concours-d-elegance-of-america), the [Greenwich Concours d'Elegance](https://www.hagerty.com/greenwich-concours-d-elegance), the [California Mille](https://www.hagerty.com/california-mille) and more. Hagerty is the world’s largest provider of specialty insurance for enthusiast vehicles. For more information, call (800) 922-4050 or visit [www.hagerty.com](https://www.hagerty.com).

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