



Hagerty named the official Insurance Partner for key Porsche Club of America 2024 events

Traverse City, Mich., January 16, 2023 — Hagerty, an automotive enthusiast brand and leading specialty vehicle insurance provider, announced today that it has been named the official Insurance and Auctions Partner for key Porsche Club of America (PCA) national events. PCA is the largest single marque car club in the world with more than 160,000 members.

The three-year partnership will commence in early 2024 and include physical booth space for Hagerty at PCA national events and 36 digital and physical advertising opportunities.

“As a lifelong Porsche collector and avid enthusiast, this is a very meaningful partnership for me personally, and for our company,” said Hagerty CEO McKeel Hagerty. “We are thrilled to support PCA’s national events and help connect our members to this wonderful enthusiast organization and the Porsche brand.”

In June, Hagerty’s live auction company, Broad Arrow, hosted the Porsche 75th Anniversary Auction at the Porsche Experience Center in Atlanta, topping \$20 million in sales with 93 percent of all lots sold. The event saw a standing room-only crowd in attendance set against the striking architectural backdrop of Porsche’s North American headquarters and adjacent driver development track. The auction set nine new auction records for Porsches, many of which represent highly desirable modern collectible Porsche models with new and long-standing collectors and enthusiasts.

Vu Nguyen, executive director of the PCA, said, “Hagerty has always been a valued partner and asset for the collector car industry. We look forward to this exciting opportunity to collaborate with them and their team of automotive experts to bring value to our Porsche club members.”

Hagerty’s key commitments throughout the partnership with the PCA will include youth judging opportunities for PCA Juniors, eight annual digital and physical marketing opportunities, and up to a 5 percent discount on insurance policies for PCA members. Additionally, Hagerty will provide Hagerty Driver’s Club Roadside Assistance for up to six PCA events, and complimentary bidder registration for members at live auctions.

About Hagerty, Inc. (NYSE: HGTY)

Hagerty is an automotive enthusiast 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 U.K. and is home to Hagerty Drivers Club, a community of over 800,000 who can’t get enough of cars.



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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 www.hagerty.com or connect with us on Facebook, Instagram, Twitter and LinkedIn. More information can be found at newsroom.hagerty.com.

About the Porsche Club of America

Founded in September of 1955, The Porsche Club of America is a 501 (c)(7) corporation. Since then, the Club has catered to the diverse needs and interests of the Porsche owner. Its main mission is to heighten the Porsche owning and driving experience through concours, driving events and education, club racing, technical support, and unique content. PCA's official magazine, Porsche Panorama has been in continuous monthly publication since December of 1955.

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