



Hagerty Strengthens Bench, Hiring Entertainment Industry Leader Paul Rehrig to Head Its Global Media Operations

TRAVERSE CITY, Mich., Aug. 6, 2021 /PRNewswire/ — Today, Hagerty announced the latest addition to its executive leadership team to further drive the company's growth as a global automotive lifestyle brand. Paul Rehrig joins Hagerty's executive team in the newly created role of President of Hagerty Media & Entertainment. Rehrig will be responsible for setting and realizing the vision for the future of Hagerty Media's content and distribution strategy as well as its branded entertainment properties.

"This is a big step in our vision to further expand Hagerty Media's entertainment offerings and customer experiences," said McKeel Hagerty, CEO of Hagerty. "Paul is an extremely accomplished and recognized leader in the media and technology space and under his leadership Hagerty Media will strive to reach new enthusiasts through new verticals in the name of growing automotive culture."

In pursuit of its mission, Hagerty is growing its range of automotive services and experiences for car lovers, including the company's growing suite of media offerings and automotive events that play a significant role in preserving automotive culture. Hagerty Media currently operates Hagerty Drivers Club magazine (1.4 million readership), [Hagerty.com/media](https://www.hagerty.com/media), Hagerty Insider, and produces hundreds of hours per year of premium video content that reach more than 5.6 million social media followers, 2.9 million monthly unique visitors, and 1.6 million newsletter subscribers resulting in over 50 million video views this year.

Rehrig will focus on leading and growing these platforms, integrating with the brand's key partnerships and business development strategies, reporting directly to CEO McKeel Hagerty.

"Hagerty Media has already established itself as a leading brand serving millions of passionate car fans and enthusiasts," said Rehrig. "I'm thrilled to be joining the team and look forward to contributing to the growth of not only the company but the community it's building through its media offerings and customer events."

Paul joins Hagerty from Discovery where he served for the past two years as general manager of Eurosport, based in London. Eurosport is a pan-European multichannel TV and online sports broadcaster and streaming platform, home to premium live sporting events and the Olympic Games. Paul was responsible for Eurosport's digital P&L along with its products, content, and direct-to-consumer businesses. During his tenure, [Eurosport.com](https://www.eurosport.com) grew to become the largest online sports content platform in Europe, serving over 50 million monthly active users. Eurosport's premium subscription video streaming business also grew to and currently contributes millions of paying subscriber to Discovery's broader



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DTC portfolio.

Prior to joining Eurosport, Rehrig served as Executive Vice President at AMC Networks, where he launched and scaled Shudder and Sundance Now, two leading direct-to-consumer subscription-video-on-demand services. He also oversaw digital strategy for the company and built AMC Networks' commercial and distribution partnerships with streaming giants Netflix, Hulu, Apple, Amazon, YouTube, Google, and Roku.

About Hagerty

Hagerty is an automotive enthusiast brand offering integrated membership products and programs. Hagerty is home to [Hagerty Drivers Club](#), [Hagerty DriveShare](#), [Hagerty Valuation Tools](#), [Hagerty Media](#), Hagerty Drivers Club magazine, [MotorsportReg](#), [Hagerty Garage + Social](#), the Amelia Island Concours d'Elegance, the [Concours d'Elegance of America](#), the [Greenwich Concours d'Elegance](#), the [California Mille](#) and more. For more information, call (800) 922-4050 or visit www.hagerty.com.

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