



Hagerty Welcomes Amelia Island Concours d'Elegance to Growing Event Portfolio

Acquisition joins Concours of America, California Mille and Greenwich Concours as brand expands its experiential lifestyle offerings

TRAVERSE CITY, Mich., June 23, 2021 /PRNewswire/ — Building on its purpose to save driving and its focus of preserving and expanding inspiring experiences for automotive enthusiasts, Hagerty today announced its acquisition of the Amelia Island Concours d'Elegance. The move follows Hagerty's recent acquisitions of other premiere automotive events, including the [Concours d'Elegance of America](#), the [California Mille](#) and the [Greenwich Concours d'Elegance](#).



Hagerty Welcomes Amelia Island Concours d'Elegance to Growing Event Portfolio, Credit: Deremer Studios LLC

"Our objective is to knit the enthusiast community together in a way that supports and protects the future of car culture," said McKeel Hagerty, CEO of Hagerty. "Amelia Island is synonymous with concours and motorsports heritage due to the steadfast efforts of Bill Warner and his team. We are incredibly proud to have the opportunity to build upon and scale Bill's vision."



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Warner, who founded the concours in 1996, will remain as Chairman Emeritus. Hagerty will work with the concours' existing operational team to expand the annual event.

"When I founded the concours I wanted to infuse the calm, traditional concours environment with the energy of motorsports. We achieved that and raised more than \$4 million for charity along the way," said Warner. "In Hagerty, we have a passionate and highly-skilled team that will bring these themes to a larger audience."

The 27th annual Amelia Island Concours d'Elegance will take place March 3-6, 2022. The 2022 field will boast more than 250 significant classic, historically relevant vehicles.

Hagerty takes part in more than 2,500 car events annually. The company also has a major presence at the nation's largest concours in Pebble Beach, California, as well as the annual classic car auction week in Scottsdale, Arizona. Hagerty's [Festival of the Unexceptional](#), a light-hearted, concours-style event is an annual highlight on the automotive calendar in the United Kingdom and will take place on July 31.

Hagerty supports car enthusiasts and members through an expanding portfolio of events, experiences and integrated product offerings. [Hagerty Drivers Club](#), which now has more than 650,000 members, is a hub of car culture offering unique experiences, entertainment, branded content, social communities and discounts focused on cars and driving. The brand's unique [DriveShare](#) platform, an innovative peer-to-peer, enthusiast vehicle rental marketplace, and [MotorsportReg.com](#), the world's largest motorsports event management system, help connect fans with the cars and experiences of their dreams.

About Hagerty

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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 [Concours d'Elegance of America](#), the [Greenwich Concours d'Elegance](#), the [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.

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Media Contacts

Kevin Fisher, kfisher@hagerty.com, (231) 709-4577

Bobby Hammelman, bhammelman@id-pr.com, (713) 582-7576



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