



Inaugural Detroit Concours d'Elegance Set to Celebrate Motown and the Love of Cars

TRAVERSE CITY, Mich., August 5, 2022 - From the home of the Detroit Tigers to the Detroit Institute of Arts, the inaugural Detroit Concours d'Elegance will celebrate the Motor City next month, September 16 -18. Built upon the Concours d'Elegance of America's four decades of excellence, the reimagined event will place participants right in the middle of the thriving design, music and sporting heart of Detroit.

Hagerty, the Michigan-based automotive lifestyle brand and collectible car specialty insurance provider, took stewardship of The Concours of America in 2021, one of the nation's largest historic motoring events, held annually at the Inn at St. John's in Plymouth. The company announced a new name and location, recentering it to the city of Detroit beginning with the September 2022 event.

"Despite Detroit's role as the center of the automotive industry, it always meant more than that," said McKeel Hagerty, CEO of Hagerty. "Detroit was known for its tastemaking - guiding the pop culture of music, arts, sports and, yes, cars through the decades. So, this car weekend in September is not just that - It's a spotlight on great cars but also on a great city."

On Saturday, Comerica Park's parking areas will be transformed into Cars & Community, a family-friendly automotive festival featuring three unique shows for one ticket. RADwood, a celebration of 1980s and 1990s lifestyle, blends period correct dress with automotive awesomeness. Concours d'Lemons, a motoring festival designed to celebrate the oddball, mundane and unexceptional of the automotive world. Thrift store-sourced trophies are awards in hilarious categories like "Rust Belt American Junk", "Most Dangerous" and "Best Back Seat." Cars & Community also features a curated showcase of local car clubs. Youth will enjoy spending time in the Kids Zone, featuring hands-on interactive displays and activities.

A few blocks away, Beacon Park will see the celebration of the electric vehicle with DTE - Electrified, a partnership with DTE Energy and automotive manufacturers who will have featured EVs to view. The special display is Saturday, September 17 and free to the public. Saturday evening's Motor City Party takes place at the College for Creative Studies' Taubman Center. A strolling dinner, open bar and views of Detroit's skyline create the perfect atmosphere to celebrate the concours' 2022 Honoree, Automotive Hall of Famer, Detroit design legend and industry leader, Ed Welburn. The immersive experience will also feature a lively roundtable discussion with McKeel Hagerty, Ralph Gilles (Chief Design Officer, Stellantis), Hau Thai-Tang (Chief Industrial Platform Officer, Ford Motor Company) and Doug L. Parks (Executive Vice President, General Motors) about the future of the



Inaugural Detroit Concours d'Elegance Set to Celebrate Motown and the Love of Cars

automobile industry and what Hagerty, Ford, GM and Stellantis are doing to keep driving alive.

On Sunday, the focus moves to the stunning grounds of the Detroit Institute of Arts, location of the inaugural Detroit Concours d'Elegance. The museum covers 658,000 square feet, includes more than 100 galleries and contains one of the top six art collections in the United States, with more than 65,000 works. In 2000, the DIA established the General Motors Center for African American Art which was dedicated in 2016 to the Detroit Concours' 2022 honoree, Ed Welburn.

The Detroit Concours d'Elegance features 15 classes of historically significant vehicles displayed on the lawns and roadways surrounding the Detroit Institute of Arts. Detroit-inspired featured classes include the Cars of Harley Earl, Detroit Autorama and the Cars of Woodward Ave.

More information for the 2022 Detroit Concours d'Elegance, including Detroit Social Club and Club Detroit tickets, can be found at DetroitConcours.com.

[Press Kit](#)

About Detroit Concours d'Elegance

The Detroit Concours d'Elegance, September 16-18, 2022, is an all-new, weekend-long tribute to the people who designed, built and drove American car culture, and to the vehicles at its heart. Held at the Detroit Institute of Arts with events throughout the city, complimentary and ticketed activities include new vehicle showcases, ride & drive opportunities, exclusive experiences, engaging seminars as well as Saturday's family-focused Cars & Community and Sunday's Concours d'Elegance.

The Detroit Concours d'Elegance builds on more than four decades of world-class automobiles, fine dining, exceptional hospitality and impactful community giving. Its heritage can be traced back to its beginnings in 1979 at Meadow Brook and Concours of America.

For more about the Detroit Concours d'Elegance, visit DetroitConcours.com, or connect with us on [Facebook](#), [Instagram](#) and [Twitter](#).

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 Drivers Club, Hagerty DriveShare, Hagerty



Inaugural Detroit Concours d'Elegance Set to Celebrate Motown and the Love of Cars

Valuation Tools, Hagerty Media, Hagerty Drivers Club magazine, MotorsportReg, Hagerty Garage + Social, The Amelia, the Detroit Concours d'Elegance, the Greenwich Concours d'Elegance, the California Mille, Motorlux, RADwood, the Hagerty Drivers Foundation and more. For more information on Hagerty, please visit www.hagerty.com, or connect with us on [Facebook](#), [Instagram](#) and [Twitter](#).

More information can be found at newsroom.hagerty.com.

###

Contacts

Hagerty Media Contacts:

Chris Brewer, Hagerty, cbrewer@hagerty.com

Source: Hagerty