



Mobil 1 and Hagerty Make Their Partnership Official: The Legendary Motorsports and Automotive Brands are on a Mission to Save Driving and Celebrate Car Culture

November 2, 2022 - In the over-scheduled, over-programmed race of daily life, cars are often viewed as machines used for commuting - the thing that gets us from one place to another. While automobiles keep nearly a quarter of a billion Americans on the road, the world's leading synthetic motor oil and iconic motorsports brand [Mobil 1](#)[™] and the automotive lifestyle brand [Hagerty](#)[™] are committed to cultivating and celebrating a more meaningful car culture that brings joy to driving and builds a community of driving enthusiasts. To fuel that purpose, today, the two brands formalized their alliance in a multi-year collaboration to serve drivers everywhere.

"Hagerty has a purpose to save driving and car culture. Mobil 1 has a mission to spread the love of driving," said Scott Howard, Director, North America Finished Lubricants at ExxonMobil. "Whether it's modern European race cars, classic American builds, the Rocket League's virtual Octane car, or innovative creations like the [Hoonipigasus](#), we've seen that the joy of driving, *not necessarily what you're driving*, is what unites enthusiasts together and builds communities. Together, Mobil 1 and Hagerty will better serve, grow, and inspire drivers everywhere."

Combined, Mobil 1 and Hagerty have nearly 90 years of experience protecting automobiles, creating innovative technologies, building industry relationships, and growing communities of driving enthusiasts all over the world. Together, both brands will be able to serve their consumers better by bringing automotive culture to new heights - on and off the road - with a focus on compelling content, cultivating communities, and providing car care with purpose.

"We started as an insurance company to protect the vehicles we all love," said Larry Webster, Senior Vice President of Media and Editorial, Hagerty. "But we've grown into an automotive lifestyle brand because the passion of driving enthusiasts is so much bigger than the car themselves. The builders, the stories, the gatherings and - yes - the cars, are why more than 750,000 drivers are part of Hagerty's Driver's Club. Empowering people who love cars of all types is what motivates Mobil 1 and Hagerty to serve driving communities together."

At the SEMA Show, the premier annual automotive trade show in Las Vegas, Mobil 1 and Hagerty announced their collaboration and formalized how they plan to serve driving enthusiasts.

Creating Compelling Content

Hagerty brings a deep knowledge of car culture and a proven ability to connect with enthusiasts through high-quality content such as its existing YouTube video series



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“Capturing Car Culture” and “Hagerty DIY.” Meanwhile, Mobil 1 will provide access to the greatest drivers, cars, and events in the industry as a fixture on the F1 circuit, NASCAR tracks, and extreme motorsport races like the Pikes Peak International Hill Climb. Together, the industry leaders will collaborate on exclusive, behind-the-scenes content to further showcase the best cars, stories, products and, most importantly, the people behind them as a way to entertain and inform the enthusiast community through all channels including print, digital web, video, and social media.

Cultivating Communities

Hagerty takes car culture seriously by attending, sponsoring, and hosting more than 2,500 events every year and is committed to offering experiential on-ramps for car enthusiasts with its world-class vehicle storage and exclusive social club, Hagerty Garage + Social that provides car lovers with a home away from home. Mobil 1 understands the importance of celebrating driving and highlighting its love of the sport in new ways - such as through its esports and gaming collaborations with Rocket League and Gen.G. Together, the two brands will curate incredible experiences for current driving enthusiasts and cultivate new opportunities to usher in a new community of drivers wherever, and however, they drive.

Car Care with Purpose

Mobil 1 protects engines on the road and track and Hagerty serves more than 750,000 Drivers Club members with roadside service among other benefits - highlighting both brands' deep understanding of the need for regular car maintenance. Consumers can expect to see exclusive product offerings through the partnership. Caring for a car properly is critical, and together, Mobil 1 and Hagerty will continue to create efficiencies for drivers to increase safety, boost performance, and educate vehicle owners and the industry.

Ultimately, the expertise, technology, and education from Mobil 1 and Hagerty will help drivers maintain their cars so they can get more out of the drive.

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About Mobil 1

Mobil 1, the world's leading synthetic motor oil brand, is a brand that has been trusted for more vehicle miles than any one of us sees in our lifetime. Designed to empower our love of driving, Mobil 1 advanced synthetic motor oil features anti-wear technology that provides performance beyond our conventional motor oils - that means more time behind the wheel than under the hood. This technology allows Mobil 1 advanced synthetic motor oil to meet or exceed the toughest standards of vehicle manufacturers and tuning shops, all while providing exceptional protection against engine wear, under normal or even some of the



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most extreme conditions. Not that you'd ever put your car through any extremes. Join us. For the love of driving.

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 Marketplace, Broad Arrow Group, Hagerty Drivers Club, Hagerty Drivers Club magazine, Hagerty Drivers Foundation, Hagerty DriveShare, Hagerty Valuation Tools, Hagerty Media, MotorsportReg, Hagerty Garage + Social, The Amelia, Detroit Concours d'Elegance, the Greenwich Concours d'Elegance, the California Mille, Motorlux, Broad Arrow Group 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.

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Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements reflect our current intentions, expectations, or beliefs regarding the business. Because forward-looking statements relate to the future, they are subject to inherent risks and uncertainties that are difficult to predict and may be outside of our control. Some of the factors that may cause our actual results to differ materially from those contemplated by our forward-looking statements include: (i) our ability to recognize the anticipated benefits of the subject of this press release; (ii) our ability to compete effectively within our industry and attract and retain members; and (iii) the other risks and uncertainties listed in our Form 10-K filed with the U.S. Securities and Exchange Commission ("SEC") on March 24, 2022. This press release should be read in conjunction with the information included in our other press releases, reports and other filings with the SEC. Understanding the information contained in those filings is important in order to fully understand our reported financial results and our business outlook for future periods. We do not undertake any obligation to publicly update or review any forward-looking statement, whether as a result of new information, future developments, or otherwise, except as required by law.