



Motorlux Celebrates Automotive, Travel and Culinary Culture with Curated Displays at the Monterey Jet Center

Traverse City, MI - August 21, 2023 - [Motorlux](#) set the stage for Monterey Car Week at the Monterey Jet Center Wednesday, August 16, 2023. The unique event displayed automobiles and aircraft in curated displays surrounded by the region's best food and drink.

More than 3,400 car enthusiasts, travel lovers and gourmands were in attendance at the sold-out evening gathering. Guests got an up-close look at over 225 of the world's finest automobiles and 10 aircraft, including a preview of the Broad Arrow Radius auction held the subsequent two days.

Four unique vehicle installations paired with locally-sourced menus included: 'Tokyo Night Market' with cars such as the Built by Legends 1995 R33 Nissan Skyline GT-R, 'Legends of Baja' featuring Frank Vessels BFG Blazer, 'Cars of the Mille' including the 1957 Kurtis 500x 'El Caballo II and 'RADwood' featuring the hottest cars from the 80's and 90's.

Also known for its immersive aircraft experiences, Motorlux featured everything from helicopters from Bell Textron to a jet from HondaJet Elite II. Pilatus brought the PC-24 Jet and PC-12 NGX and Cirrus the SR22T. Many of the aircraft on display were available for tours through the evening.

"Motorlux is really about the passionate luxury and sports car community," said Peter Fink, Hagerty vice president of events and experiences. "The best cars, aircraft, food and drink are nothing without the thousands of passionate car-people who reunite on the tarmac of the Monterey Jet Center each year. We'd like to thank all of those who supported the event, from drivers and pilots who shared their prized machines to the chefs, sponsors and the guests who return year upon year."

Motorlux drew 3,400 enthusiasts and 225+ display vehicles for the featured auction preview and event display. The event also featured:

- 50 unique experiences
- 22 local and regional chefs
- 12 local Vinyards featuring 30+ wines
- 10 aircraft

Motorlux is proud to benefit the [CHP 11-99 Foundation](#), a 501(c)(3) non-profit dedicated to helping families of California Highway Patrol officers in times of need. CHP 11-99 Foundation is also bringing their Ford Mustang Dark Horse as a display car and raffle item. The event also supports the [Navy Post Graduate School Foundation](#), from which young men and women of the school's Car Club will assist at Motorlux and serve as car pushers for the Broad Arrow Auction.

About Motorlux



Motorlux Celebrates Automotive, Travel and Culinary Culture with Curated Displays at the Monterey Jet Center

Motorlux is a vibrant celebration of cars, craft and community held during Car Week at the Monterey Jet Center. Now under the stewardship of Hagerty, an automotive enthusiast brand, Motorlux remains faithful to its entertaining and elegant roots while elevated with artfully curated experiences celebrating automotive, aviation, fashion and design. For more visit the Motorlux website at [Motorlux.com](https://www.motorlux.com).

About Hagerty, Inc. (NYSE: HGTY)

Hagerty is an automotive lifestyle 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 UK and is home to Hagerty Drivers Club, a community of nearly 800,000 who can't get enough of cars. 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](https://www.facebook.com/hagerty), [Instagram](https://www.instagram.com/hagerty), [Twitter](https://twitter.com/hagerty) and [LinkedIn](https://www.linkedin.com/company/hagerty). Press materials can be found at newsroom.hagerty.com.