



Motorlux Celebrates Cars, Craft and Community at the Monterey Jet Center

TRAVERSE CITY, Mich., August 22, 2022 - [Motorlux](#) transformed the [Monterey Jet Center](#) into a vibrant celebration of cars, craft and community on Wednesday, August 17, 2022. The sold-out event entertained more than 3,000 guests, including notable figures from the world of racing, entertainment and the collector car community. A stunning collection of 150 plus cars and more than a dozen aircraft set the stage for delicious gourmet food and beverages created by Monterey Bay's finest culinary experts, culminating in an incredible wine and food festival atmosphere for motoring enthusiasts. The event included a preview of the [Broad Arrow Monterey Jet Center Auction](#) held the following day, setting a new benchmark for collector car auction preview hospitality. 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.

"We are honored to be the new steward of the reimagined Motorlux, which served as the unofficial start of Monterey car week," said McKeel Hagerty, CEO. "The addition of the Broad Arrow auction helped take everything to the next level and we look forward to celebrating at the Monterey Jet Center for many years to come."



Motorlux Celebrates Cars, Craft and Community at the Monterey Jet Center



>3K
Attendance

150
Vehicles

13
Aircraft

HAGERTY.

53
Unique Experiences

\$55.3M
Total Broad Arrow
Monterey Jet Center
Auction Sales

>\$75K
Combined Funds Raised
for CHP 11-99 Foundation

13
Local/Regional Chefs

30
Wines from
12
Local Vineyards



[Images](#)

About Motorlux

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 lifestyle 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)

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



Motorlux Celebrates Cars, Craft and Community at the Monterey Jet Center

enthusiast market. Hagerty is home to Hagerty Drivers Club, Hagerty DriveShare, Hagerty Valuation Tools, Hagerty Media, Hagerty Drivers Club magazine, MotorsportReg, Hagerty Garage + Social, The Amelia, Detroit Concours d'Elegance, Greenwich Concours d'Elegance, California Mille, Motorlux, Hagerty Drivers Foundation and more. For more information on Hagerty, please visit <https://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