



## Motorsports Enthusiasts and Race Organizers Propel Hagerty's MotorsportReg to Record Highs in Event Registrations, Website Visits and Customer Service

TRAVERSE CITY, Mich., January 30, 2024 - Hagerty, Inc., (NYSE: HGTY) an automotive enthusiast brand and leading specialty vehicle insurance provider, today announced that [MotorsportReg](#) (MSR), the world's largest motorsport events calendar, set all-time highs in 2023 for event registrations, usage and customer service.

"We've become the leading platform to organize, find, and attend automotive and motorsport events, with more than 2.7 million unique visitors," said Brian Ghidinelli, founder of MSR, Managing Director of Hagerty Motorsports and race car driver. "We're really proud of our commitment to serving this special community and grateful to all of our platform users, event organizers, and partners."

In 2023, MotorsportReg usage soared to more than 500,000 registrations for more than 10,500 events, both record highs. Ninety two percent of users rated customer service interactions with MSR as "great," while 89 percent rated their event registration experience as "easy."

"Those customer satisfaction numbers are critical for us," said Ghidinelli. "Motorsport enthusiasts want, expect and deserve great service and a calendar app that's easy to use, and that's what we specialize in."

MotorsportReg.com is used by more than 1,700 clubs, racetracks and sanctioning bodies to manage more than 10,500 events and 500,000 registrations. Its customers include North America's largest enthusiast organizations, including Sports Car Club of America (SCCA), BMW Car Club of America (BMW CCA), Porsche Club of America (PCA), SuperKarts! USA (SKUSA), MotoAmerica, Canadian Automobile Sport Clubs Ontario Region, Street Survival, Road America, and Circuit of the Americas. In 2023, the service also welcomed 107 new organizations to the platform.

Created in 2003 as a prototype for a single car club in San Francisco, MotorsportReg.com automates event listings, registration and payment processing for all types of automotive and motorsport events ranging from small social gatherings to the world's largest participatory motorsport events. The company was acquired by Hagerty in 2019 as part of its mission to save driving and fuel car culture for future generations.

### **About Hagerty, Inc. (NYSE: HGTY)**

Hagerty is an automotive enthusiast 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 U.K. and is



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home to Hagerty Drivers Club, a community of over 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](http://www.hagerty.com) or connect with us on Facebook, Instagram, Twitter and LinkedIn. More information can be found at [newsroom.hagerty.com](http://newsroom.hagerty.com).