



## The Amelia Announces Premier Partnerships Showcasing a Week of Motoring Excellence

Traverse City, MI - July 25, 2023 - The Amelia's 29th annual motoring week will offer an unforgettable experience when it returns to the breathtaking ocean-side Golf Club of Amelia Island and The Ritz-Carlton, a AAA Five-Diamond resort, from February 29 - March 3, 2024. [The Amelia](#), one of the world's most recognized lifestyle concours, kicks-off The Amelia Car Week bringing the global community together around the love of cars. This includes partnering with the automotive industry's leading brands to offer the most engaging enthusiast-centered experiences:

- [Airbus Corporate Jets](#), [Gateway Bronco](#), [Mobil 1](#), [Reliable Carriers](#), [Rolls-Royce Motor Cars NA](#) and [Volkswagen of America](#) will showcase their latest products, innovations and exclusive brand experiences.
- [The Hangar Amelia Island](#) returns for its second year and [Porsche Club of America](#) confirms its 8th annual [Werks Reunion](#) will take place on Friday, March 1, 2024.
- [Broad Arrow Auctions](#), The Amelia's official auction house, will host a two-day auction, car week mainstay [Bonhams|Cars](#) returns for its 10th auction while [Gooding & Company](#) hosts their 14th sale on the island - all ensuring a thrilling selection of vehicles on offer.

"We look forward to returning to Concours weekend with the second annual iteration of The Hangar Amelia on Saturday, March 2nd at Bent Wing Flight Services, where we will feature an over-the-top exhibition of more than 100 rare and collector cars and an array of very special vintage aircraft," said **CarCoterie Co-Founder Jeff Einhorn**. "Guests who join us for the early evening soirée can expect delicious food, premium fine wine and spirits, live music and a great time to be had by all," added **CarCoterie Co-Founder Shamin Abas**. "The popularity and status of The Amelia as a premier concours venue for the world's most serious and enthused collectors has only continued to grow in recent years. As a global auction house, we especially look forward to our auction at Amelia Island each year, where the market continues to see record setting sales and booming numbers in attendance. I look forward to all that Amelia motor week will have to offer in 2024 and have no doubt that it'll be yet another year for the books," said **Gooding & Company President and Co-Founder, David Gooding**.

"The Amelia began in 1996 as the 'racers' concours' and has evolved into this phenomenal week that we're so proud to host on behalf of car lovers. It is the first must-attend automotive event of the year that enthusiasts around the world look forward to as the start of concours season," said **McKeel Hagerty, The Amelia Chairman and Hagerty CEO**. "In racing, like life, success breeds success and that's why we're blessed to be joined by some of the best brands in the world while we set about preserving concours traditions and



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offering innovative experiences for our loyal entrants and guests.”

The Amelia’s multiday car culture celebration will kick-off Thursday, February 29, 2024, with daytime ride & drives followed by a luxurious evening reception, then Friday’s seminar and a movie night. Saturday’s Cars & Community will include [RADwood](#), [Concours d’Lemons](#), Future Driver’s Club, Ride & Drives, a Bavarian beer garden and a curated Cars & Caffeine. That evening’s Honoree Dinner will celebrate a racing icon with an intimate format for a refined experience. On Sunday, The Amelia Concours d’Elegance will highlight more than 250 historically significant vehicles in more than 30 classes. Additional luxury amenities will be announced in the coming months.

Guests looking to book weekend travel and experiences will be invited to join a pre-sale ticket offering in early August.

### **The Amelia 2023 Highlights**

Last year’s 28th annual gathering at The Amelia saw 25,000 enthusiasts, 218 collector car ride and drive experiences, thousands of young enthusiasts engaged and a record 800+ display vehicles in featured auctions and test drive events on the grounds of the Ritz-Carlton, Amelia Island.

Non-profit giving included \$142,000 pledged to local organizations including Spina Bifida of Jacksonville, local Shop with Cops programs and Community Hospice and Palliative Care. Youth focused events hosted thousands of participants in the onsite Future Drivers Club, a supercar parade for local students as well as a unique youth judging program at Sunday’s concours. Environmental sustainability efforts included self-service water stations which diverted 2,347 water bottles from landfills while a crew of “green ninjas” ensured that 1.5 tons of waste was recycled and an 80% reduction in printed programs saved 236 trees. Hagerty offset 5,000 miles driven during the weekend through its ECO program which will result in reforestation projects in the United States to absorb the estimated 6,400 pounds of carbon emissions.

### **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



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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. Press materials can be found at [newsroom.hagerty.com](http://newsroom.hagerty.com).