



Classic Car Insurance™

## News Release

For immediate release  
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### **DRAG DELIGHT** **Hagerty to display iconic dragster**

Hagerty – the venerable classic and collector car insurance specialist – will host a unique piece of motoring history at the Goodwood Revival, from 18<sup>th</sup>-20<sup>th</sup> September.

In partnership with the National Motor Museum, Beaulieu, Europe's first drag car, the Allard Chrysler dragster - built for Sydney Allard during the winter of 1960/61 - will take pride of place on Hagerty's stand during Lord March's annual step back in time.

Undergoing a faithful reconstruction masterminded by the Allard Chrysler Action Group (ACAG), the iconic racer was largely responsible for the boom in popularity of drag racing in the UK during the 1960's.

Peter Crane, and Brian Taylor – ACAG Chairman and past Chairman of the British Drag Racing & Hot Rod Association - will be available at Goodwood to provide information on the legendary racer; Peter having achieved the first sub six-second quarter-mile run driving Stormbringer when he beat the legendary Don Garlits in 1976.

Staff from Hagerty – donning period costume - will also be on hand to offer their considerable knowledge and expertise on the classic and collector market, with the Hagerty stand based in the pre-1966 car park, opposite the Bonhams enclosure.

Having recently signed an agreement as the preferred motoring insurance partner with the revered auction house, Hagerty International will be present at the Revival auction, to offer policy advice for potential customers.

Looking ahead to the three-day event, Marcus Atkinson, Marketing Director for Hagerty International, commented, “The unique nature of the Goodwood Revival offers an unrivalled opportunity to relive what was a golden era for motorsport, and we encourage everyone to come along and look at this iconic car and become enthused over everything classic motoring has to offer.”

For further information on Hagerty and its range of classic and collector car policies, and to arrange a free quotation, contact Hagerty International, on 08700 420220, [enquiries@hagertyinsurance.co.uk](mailto:enquiries@hagertyinsurance.co.uk) or visit [www.hagertyinsurance.co.uk](http://www.hagertyinsurance.co.uk).

For further information on the Goodwood Revival Festival, visit <http://www.goodwood.co.uk/site/content/revival/default.aspx>, and to learn about the Allard Chrysler, go to <http://www.theaccelerationarchive.co.uk/acag/acag.html>.

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**Notes to editors: For further information and comment on the classic and collector car market, and for interviews with key personnel during the Revival, including Hagerty CEO McKeel Hagerty, contact**

For further press information on Hagerty International, and comment on the Classic and Collector Car market sector, plus high-resolution imagery, please contact:

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## About Hagerty:

- Founded in the USA in 1983, initially to provide speciality insurance to classic boat enthusiasts, parent company, Hagerty Insurance, launched its service for car collectors in 1991, and is now the largest classic and collector car insurance specialist in the USA and beyond.
- UK-based subsidiary, Hagerty International, was established in 2006 to cater for the parallel market sector in the UK and Europe, and now offers a bespoke portfolio of insurance products, underwritten by Allianz.
- Hagerty has built a robust and buoyant reputation for matching its clients' passion for classic vehicles, underlined in their belief that classic and collector cars are *'fun cars that you own because you desire them, not because you need them'*.
- In June 2009, Hagerty International became the preferred insurance partner to the motoring department of Bonhams, the largest UK auction house to hold scheduled sales of classic & vintage motor cars and automobile memorabilia.
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