



Classic Car Insurance™

News Release

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HAGERTY'S BIT OF BOVVER! **Anniversary celebration of the iconic 'Italian Job' film takes centre stage at Silverstone Classic**

Pick-axe handles, menacing stares and threatening thuggery are all part of the build-up to this year's Silverstone Classic on July 24-26, for event partner Hagerty International, the classic and collector car insurance specialists.

Reflecting the liberated fun of classic car ownership, Hagerty's show theme at this, the major celebration of classic motoring and motorsport, celebrates the 40th Anniversary of what has become one of the iconic fun feature films of all time, 'The Italian Job', which was first shown on June 2, 1969.

Acknowledging the silver screen success with a re-creation on their stand, Hagerty will feature a clone of the patriotic red, white and blue Mini trio - their rumbustious crew in full 'Italian Job' attire. This follows a celebration drive from London's newly re-opened Bermondsey Square Hotel to Silverstone, for the press preview to the Classic.

Sadly, the gold bullion is missing from Hagerty's display, but the actual Jaguar E-Type from the film will be on show alongside the Minis, and 'doubles' of other star cars are planned, including the iconic Lamborghini Miura. All are displayed by kind courtesy of Hagerty clients.

Hagerty's Marketing Director, Marcus Atkinson, commented: "We all share in the enjoyment of ownership of a classic car - and hence our fun re-creation of 'The Italian Job', which is also our celebration of the 50th Anniversary of the Mini."

As a further incentive to visit the Hagerty stand, all visitors receiving an insurance quote will be entered into a prize draw to win a weekend for two at the Bermondsey Square Hotel, with second prize of a signed copy of the 'Murray Walker Scrapbook' and third prize, £100 discount off a Hagerty insurance policy.

For more information on Hagerty International, contact 08700 420220. E-mail: enquiries@hagertyinsurance.co.uk or visit <http://www.hagertyinsurance.co.uk>.

For further information on the 2009 fun-fuelled Silverstone Classic, visit www.silverstoneclassic.com

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

Hagerty International Press Office
MPH Communications
54a Queen Street
Henley-on-Thames
Oxon
RG9 1AP
Tel: +44 (0)1491 411777
Fax: +44 (0)1491 412777
E-mail: michael.hodges@mph.co.uk / chris.hodges@mph.co.uk

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'*.

Contact details: Hagerty International Ltd., The Innovation Centre, Silverstone Circuit, Northants
NN12 8QX. Tel: 08700 420220. E-mail: enquiries@hagertyinsurance.co.uk. Website:
www.hagertyinsurance.co.uk