



Protect it through Hagerty:

Pre-1981 Classics

From classic cars to modern collectibles, motorsports to modified, Hagerty offers coverage for a whole range of enthusiast vehicles. Pre-1981 Classics are the quintessential example of classic collector cars, produced between 1900 and 1980.



Pre-1981 Classics Quick Stats

Size of market

10 to 12 million vehicles

Total premium opportunity

Between 1.5 and 2 billion dollars

Most common models

- Ford Mustang
- Chevrolet Corvette
- Chevy C10

Top ten states for ownership

- 1 California
- 2 Florida
- 3 Texas
- 4 Washington
- 5 Georgia
- 6 Alabama
- 7 Pennsylvania
- 8 New York
- 9 Colorado
- 10 Ohio

Who owns these cars?

Meet Carl.

Carl loves enthusiast vehicles manufactured before 1980 and his garage is full of American-made cars and trucks. Next to his family, his vehicles are his pride and joy—and unless its major bodywork, Carl usually works on his vehicles himself.

People like Carl:

Age: 55 to 60 years old

Average household income: \$135k-\$170k

Own 4-6 vehicles

Total insured value (for enthusiast vehicles): \$60k-90k



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Protect it through Hagerty:

Post-1980 Collectibles

From classic cars to modern collectibles, motorsports to modified, Hagerty offers coverage for a whole range of enthusiast vehicles. Also called “newer” or “modern” collectibles, post-1980 collectibles were produced after 1980 and are most popular with a younger generation of car lovers.



Post-1980 Collectible Quick Stats

Size of market

30 to 35 million vehicles

Total premium opportunity

Between 12 and 16 billion dollars

Most common models

- Chevrolet Corvette
- Ford Mustang
- Porsche 911

Top ten states for ownership

- 1 California
- 2 Texas
- 3 Florida
- 4 Georgia
- 5 North Carolina
- 6 Ohio
- 7 Pennsylvania
- 8 New York
- 9 Washington
- 10 Illinois

Who owns these cars?

Meet Paul.

Paul likes enthusiast vehicles that take him back to his youth. Paul doesn't work on his cars much and relies heavily on repair and body shops. He may not be at every event either, he just wants the freedom to drive his cars as he chooses — out to dinner, to work every now and then, or for fun on the weekend.

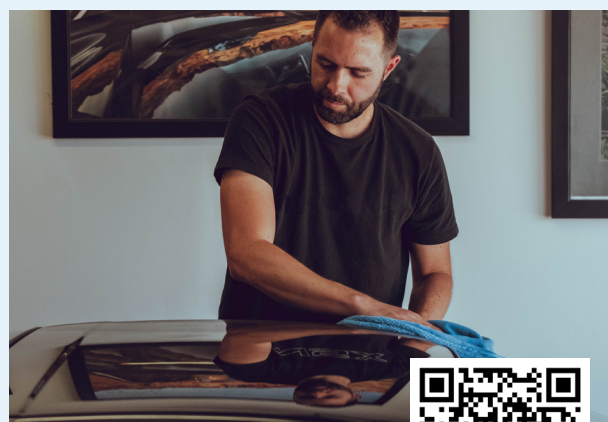
People like Paul:

Age: 45 to 55 years old

Average household income: \$140k-195k

Own 4-6 vehicles

Total insured value (for enthusiast vehicles): \$70k-100k



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Protect it through Hagerty:

Off Road & 4x4s

From classic cars to modern collectibles, motorsports to modified, Hagerty offers coverage for a whole range of enthusiast vehicles. Off road vehicles and non-pickup 4x4s are a rapidly growing segment of the market, with a younger audience and a close-knit community.



Off Road and 4x4 Quick Stats

Size of market

3 to 15 million vehicles

Total premium opportunity

Between 1 and 2 billion dollars

Most common models

- Ford Bronco
- Jeep Wrangler
- Toyota Land Cruiser

Top ten states for ownership

- 1 California
- 2 Texas
- 3 Florida
- 4 Washington
- 5 Colorado
- 6 North Carolina
- 7 Georgia
- 8 Pennsylvania
- 9 Tennessee
- 10 Virginia

Who owns these cars?

Meet Owen.

Owen's enthusiast vehicles reflect his desire to decompress and enjoy the great outdoors. In his mind, off-roading isn't about "tearing them up," but instead going off the beaten path when out for a drive. Owen takes great care of his vehicles, doing most of the work himself and relying on a body or repair shop only when necessary.

People like Owen:

Age: 45 to 55 years old

Average household income: \$130k-170k

Own 5-7 vehicles

Total insured value (for enthusiast vehicles): \$60k-100k



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Protect it through Hagerty:

Modified Vehicles

From classic cars to modern collectibles, motorsports to supercars, Hagerty offers coverage for a whole range of enthusiast vehicles. That includes modified vehicles of all types, from all eras. Many enthusiasts choose to preserve their vehicles exactly as they rolled off the assembly line. But others express their love through a variety of custom additions. Things like body modifications, superchargers, rims, and custom paint jobs.



Modified Vehicle Quick Stats

Size of market

8 to 10 million vehicles

Total premium opportunity

Between 2.5 and 4 billion dollars

Most common models

- Ford Mustang
- Chevrolet Camaro
- Chevy C10

Top ten states for ownership

- 1 California
- 2 Texas
- 3 Florida
- 4 Georgia
- 5 North Carolina
- 6 Ohio
- 7 Pennsylvania
- 8 Washington
- 9 New York
- 10 Illinois

Who owns these cars?

Meet Matt.

Matt likes making his vehicles stand out with customizations like unique paint, body modifications, and drivetrain enhancements. You'll find Matt at local car shows, cruises, rallies and swap meets. He enjoys connecting with his fellow "hot rodders" and sharing stories about the mods they've made.

People like Matt:

Age: 45 to 55 years old

Average household income: \$100k-150k

Own 4-6 vehicles

Total insured value (for enthusiast vehicles): \$70k-100k



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Protect it through Hagerty:

Supercars & Exotics

From classic cars to modern collectibles, motorsports to modified, Hagerty offers coverage for a whole range of enthusiast vehicles. Defined by their rare status and sleek styles, supercars and exotics were produced from the year 2000 forward and have an original sales price starting at \$250k.



Supercars & Exotics Quick Stats

Size of market

50k to 100k vehicles

Total premium opportunity

Between 20 and 30 million dollars

Most common models

- Bentley Continental
- Lamborghini Huracan
- Ferrari 488

Top ten states for ownership

- 1 Florida
- 2 California
- 3 New York
- 4 Texas
- 5 Illinois
- 6 New Jersey
- 7 Georgia
- 8 Arizona
- 9 Pennsylvania
- 10 Ohio

Who owns these cars?

Meet Sam.

Sam gravitates towards enthusiast vehicles that are sleek in design, high-performance, and rare. You'll find Sam enjoying his vehicles at tours and track days, but he'll also take them out for a night on the town or for important meetings and social events. Sam keeps a close eye on the vehicle market and buys and sells vehicles often.

People like Sam:

Age: 50 to 60 years old

Average household income: \$300k-500k

Own 5-7 vehicles

Total insured value (for enthusiast vehicles): \$300k-400k



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Protect it through Hagerty:

Motorsports

From classic cars to modern collectibles, motorsports to modified, Hagerty offers coverage for a whole range of enthusiast vehicles. Drivers use a variety of models in motorsports; with Hagerty, you can offer protection that keeps them and their vehicles safe — from the garage to the track.



Motorsports Quick Stats

Size of market

12 to 15 million
motorsport enthusiasts

Most common models

- Mazda Miata
- BMW M3
- Porsche 911

Top ten states for ownership

- 1 California
- 2 Texas
- 3 Florida
- 4 New York
- 5 Pennsylvania
- 6 Ohio
- 7 North Carolina
- 8 Illinois
- 9 Michigan
- 10 Georgia

Who are these enthusiasts?

Meet Mark.

Mark loves to go fast and his vehicles reflect his need for speed. Mark loves hitting the track and meeting up with his friends to swap lap times and stories; he also enjoys attending local cars and coffees. This is an expensive hobby and Mark has unique needs, so he likes working with companies that are truly authentic in how they engage with motorsports enthusiasts.

People like Mark:

Age: 45 to 55 years old

Average household income: \$130k-170k

Own 5-7 vehicles

Total insured value (for enthusiast vehicles):
\$70k-100k



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