

Exhibit I

Find Out Why This Hat Is the Ultimate Status Symbol for Car Collectors

Good luck trying to get one, though.

by **SAM DANGREMOND** AUG 20, 2015



For car lovers, caps don't get much cooler than this.

Sunday morning at the [Pebble Beach Concours d'Elegance](#) began around 5am for the roughly 30,000 enthusiasts who arrived before sunrise to partake in "Dawn Patrol." It's a tradition that started about 15 years ago when classic car insurance broker McKeel Hagerty and a group of friends took to the lawn in the early morning to watch the cars line up and drive onto the fairway.

[Hagerty Classic Car Insurance](#) provided coffee and donuts for the early risers, and 11 years

ago the company added to its offerings the now coveted Dawn Patrol Hats, red badges of honor handed out to the lucky few who are the first on the field.



WHAT DAWN PATROL LOOKS LIKE AFTER THE HATS HAVE BEEN DISTRIBUTED AND THE SUN HAS RISEN.
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Not everybody who's there gets a hat, though.

It's dark outside, so Dawn Patrol is a fairly clandestine affair. The hat distribution works like this: People who work for Hagerty spread out among the crowd with hat-filled backpacks. At a certain point, a Hagerty executive gives the green light (perhaps through Secret Service-appropriate headsets?) to begin the hat handout. There's a strict one hat per person rule, and once employees run out, attendees are left scrambling to find someone who still has a supply. The caps are gone within minutes.

So just because you're there does not mean you'll get a hat, which makes them that much more desirable.

Jonathan Lee, a Maine resident who's a 19-year veteran Concours d'Elegance judge, tells me he tries to come every year.

"You've got to get the hat right? It's the most expensive hat in the world," he jokes. "It's just fun to do. Here we are with several thousand of our closest friends."

Latecomers have been known to offer significant cash for the caps during the day—and a 2012 **version** recently sold for \$85 (!) on eBay. Clearly it's the car enthusiasts' equivalent of the **Mount Gay Rum hat**.

Getting a hat: almost as cool as **winning best in show**.

SAM DANGREMOND Contributing Digital Editor
Sam Dangremond is a Contributing Digital Editor at Town & Country.

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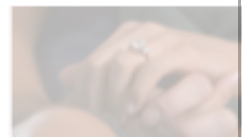
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