



Darin Roberge is President and Chief Executive Officer of Motorwerks Marketing, the premier, full-service marketing and creative agency serving the classic, collector and specialty automotive industry. Motorwerks is headquartered in sunny Gilbert, Arizona.

Born into and raised to be a lover of all cool things on wheels, some of Darin's earliest memories revolve around trips to his retired racecar driver Grandfather's motorcycle dealership in his hometown of Denver, Colorado and adventures in the various sports and racing cars that his uncle, a former European Motorcross Champion, was seemingly always exposing him to (usually at breakneck speeds and around extremely sharp corners). As a result of their passions, in 2014, Darin began to follow in his own and was enlisted by internationally renowned collector car auction house,

Russo and Steele Collector Automobile Auctions, where he served as head of their Marketing and Media departments and acted as their primary media spokesperson until 2018.

In late 2017, Darin founded Motorwerks with the desire to revolutionize and make more readily available high quality, Fortune 500 level marketing services to the small and medium sized businesses that largely populate the landscape of the collector car market space. This approach has paid off, as in just six short years, Motorwerks has become one of the field's highest volume agencies and a leading force in the industry, reaching millions of enthusiasts with the work that they accomplish on behalf of their clients each month.

Over the course of his tenure, Darin has also become a well-known collector car market analyst and expert and has been quoted by or contributed to many of specialty and collector automotive's most important outlets including, MotorTrend, Autoblog, Motor Authority, Sports Car Market, ClassicCars.com, Classic Motorsports, All Collector Cars and more. He has additionally been seen on CNN, Fox, NBC, ABC, CBS, Weather Channel, Motortrend/Discovery, Bravo Network and dozens of mainstream radio and editorial outlets across the globe. Additionally, Darin is currently the host of Sports Car Market Magazine's highly respected weekly Buy, Sell, Hold: Spotlight podcast and YouTube show.

Also active in his community, Darin serves on the Board of Directors for the Township Community Organization and was a member of Gilbert's Transportation Task Force. He has also passed this desire to serve through Motorwerks, wherein they currently represent a number of charity clients and have since helped them raise over \$20 million collectively to date.

Darin has appeared on Sports Car Market and American Car Collector Magazine's Collector Automotive Industry 40 Under 40 lists, is an Awwwards design winner, a two-time Phoenix Business Journal 40 Under 40 nominee, was named a Business Trendsetter and a Most Eligible Phoenician by Arizona Foothills Magazine and was most recently named a Municipal Volunteer of the Year by the Gilbert Community Excellence Awards. He is a member of the Specialty Equipment Market Association (SEMA), SEMA Automotive Restoration Market Organization, Arizona Automotive Hobbyist Council, Ferrari Club of America, Gullwing Group International, Shelby American Automobile Club, National Corvette Restorers Society, Alfa Romeo Owners Club and many more.

Darin resides in Gilbert, Arizona where he enjoys modern art, boxing, culinary arts, firearms training, playing blues guitar, following the Arizona Coyotes NHL team and of course, anything involving the world's coolest cars and motorcycles.



For more information or to schedule Darin for an appearance or other media opportunity, please contact Kwyn Johnson at Evolve Public Relations at 406-314-5120 or [Kwyn@evolveprandmarketing.com](mailto:Kwyn@evolveprandmarketing.com)