

McLean Media Selected as Agency of Record for OpenRoad Insurance, a Leader in Collector Car Insurance

Award-winning agency expands its specialty insurance portfolio with nationally recognized collector car insurer

DETROIT, MI, UNITED STATES, August 10, 2026 /EINPresswire.com/ -- [McLean Media](#), an award-

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Don F. McLean, Founder and President of McLean Media

winning public relations and content marketing agency, today announced it has been selected as the agency of record (AOR) for [OpenRoad Insurance](#), a provider of specialized insurance for classic and collector vehicles and related coverages.

As AOR, McLean Media will lead public relations, executive thought leadership, and media- relations initiatives designed to increase awareness of OpenRoad Insurance and educate agents and brokers, as well as consumers, about the unique risks, trends, and opportunities shaping

the collector car insurance market.

"Collector vehicle insurance is one of the most fascinating segments of the insurance industry, because every policy has a story behind it," said Don F. McLean, Founder and President of McLean Media. "Our team understands the business of insurance, the financial considerations behind specialty coverage, and the passion that drives automotive enthusiasts. That combination allows us to uncover stories that others often miss, and position OpenRoad Insurance as a leading voice in the industry."

OpenRoad Insurance provides insurance designed specifically for collector vehicles, offering agreed-value coverage and specialized protections that include emergency evacuation expenses, tools and spare parts coverage, vehicles under construction, and OpenRoad One for high-value collector vehicles and collections, among others. A full list of coverage is available at <https://www.openroadautoinsurance.com/insurance>.

"Collector car insurance is a specialized business that deserves specialized communications," said Bryan Ballatore, Chief Marketing Officer of OpenRoad Insurance. "McLean Media

understands the insurance marketplace, appreciates the passion behind automotive enthusiasts, and knows how to tell meaningful stories that resonate with both consumers and the media. Together, we look forward to becoming one of the industry's most trusted resources for insight into collector car insurance and the trends shaping this market."

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Through the partnership, McLean Media will actively position OpenRoad Insurance executives as expert sources for trade, local, and national journalists covering specialty insurance, classic car insurance, weather preparedness, market trends, restoration economics, vehicle valuations, and the like.

"Our goal extends well beyond promoting a company," said Mary Beth Halprin, Sr. Director of Media Relations at McLean Media. "We want journalists to know they can come to OpenRoad Insurance whenever they need insight into the insurance market for owners and enthusiasts of collector vehicles. Great public relations begins by providing credible voices in an industry, and we're proud to bring that expertise to the team."

See what OpenRoad Insurance is all about at <https://www.openroadautoinsurance.com> or message the team at McLean Media at <https://www.mcleanmedia.com/contact>.

About McLean Media

McLean Media is an award-winning, strategic communications agency that helps mission-driven leaders grow their visibility and influence. Led by Don F. McLean, MBA, the firm blends public relations, content strategy, and personal brand development to position clients as trusted voices in their industries. McLean Media turns messaging into momentum by helping clients lead conversations, earn trust, and stand out where it counts. For more information, visit <https://www.mcleanmedia.com>.

About OpenRoad Insurance

OpenRoad Insurance is a provider of classic car insurance coverage for classic and modern collector vehicles. OpenRoad provides auto enthusiasts premium insurance coverage at a fair price in partnership with National Interstate Insurance Company, a leading property and casualty insurer focused on the transportation industry rated "A+" (Superior) by A.M. Best. For more information, visit <https://www.openroadautoinsurance.com>.

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