Hemmings Launches New Financial Services Venture to Bring Collector Car Lending Into a New Era

Hemmings Financing blends trusted financial tools with decades of collector-car expertise, creating a smoother path to ownership



CHARLOTTE, NC, UNITED STATES, September 16, 2026 / EINPresswire.com/ -- Hemmings, the original collector car marketplace, today announced it has launched Hemmings Financing, a new venture to modernize the financing experience for collector car buyers while staying deeply rooted in the culture and passion that has defined Hemmings for more than 70 years.

Hemmings Financing is designed specifically for the collector vehicle market, offering buyers a more transparent, flexible, and enthusiast-focused financing experience wherever they find their next collector vehicle. Financing tools are integrated directly across Hemmings.com, including Hemmings Auctions, Make Offer and Classifieds listings, while also being available to buyers purchasing eligible vehicles beyond the Hemmings Marketplace. The launch marks a major evolution for Hemmings as the company continues transforming from a legacy marketplace into a fully connected, collector- vehicle ecosystem.

“For more than 70 years, Hemmings has helped people pursue the cars they love, and Hemmings Financing is a natural extension of that mission,” said Jonathan Shaw, President of Hemmings. “Our goal is to make collector car ownership more accessible, whether someone finds the right car on Hemmings, through another marketplace, or from a private seller down the street. By giving enthusiasts access to financing options designed around these vehicles, we can make the path to ownership simpler and more approachable. Ultimately, it’s about removing

another barrier to participation in the hobby."

Unlike traditional automotive lending platforms, Hemmings Financing was built around the realities of the enthusiast market, where emotion, rarity, provenance, and long-term value all play a role in purchasing decisions. The goal is to remove friction from the buying process while helping more enthusiasts confidently participate in the collector market.

Making the next generation of collecting cars easier

Hemmings Financing's financing tools and services are directly embedded into the marketplace experience itself, with features that include:



Hemmings Logo

- Flexible financing options tailored to collector vehicles;
- Pre-approvals for qualified buyers;
- Estimated monthly payment visibility directly on listings;
- "Finance This Vehicle" integration across Hemmings.com properties; and
- Post-auction and post-offer financing outreach to help buyers continue pursuing vehicles after bidding closes.

Through a dedicated credit team and multi-lender infrastructure, Hemmings Financing will support a wide range of buyers, from first-time enthusiasts purchasing their dream car to seasoned collectors adding significant vehicles to their garages.

"Collector cars are different from everyday vehicles, and the financing experience should reflect that," Shaw added. "What a buyer needs can vary significantly depending on the vehicle, its value and how they plan to enjoy it. These cars carry stories, memories and provenance, and our goal is to pair that passion with a financing experience that is flexible, transparent and easy to navigate. Making the hobby easier to enter and easier to enjoy is how Hemmings continues to evolve from 70 years old to 70 years young."

The new venture also reflects broader momentum within the collector vehicle market, where demand continues to grow across younger demographics, modern classics, analog sports cars, vintage SUVs, and enthusiast trucks.

Hemmings Financing complements Hemmings' broader suite of ownership-focused services, including collector car valuation, inspections, pay and title assistance, car shipping, an insurance marketplace, and Hemmings Motor Club experiences.

About Hemmings Financing

Hemmings Financing is collector-vehicle financial services that simplifies and modernizes the path to ownership for automotive enthusiasts. Backed by more than 70 years of leadership in the collector car space, Hemmings Financing combines trusted, dependable market expertise with flexible lending solutions designed specifically for the realities of enthusiast ownership. Built for everyone, from first-time buyers to seasoned collectors, the platform delivers a more transparent, approachable, and connected financing experience for automotive hobbyists across the U.S. Learn more at https://www.hemmings.com/financing.

About Hemmings

Founded in 1954, Hemmings is the world's largest online collector car marketplace. For more than 70 years, we have grown and uplifted the collector car community because we've been part of it since the start. Through our frictionless marketplace, quality entertainment, and professional service, we help all willing drivers buy, sell, and live the collector car lifestyle. Hemmings Motor Club extends this mission by bringing enthusiasts together through exclusive benefits, curated driving experiences, and deeper community connections for those who live to drive. More information, services, and content are available at Hemmings.com. Stay connected with Hemmings on Facebook, Instagram, and YouTube, and search tens of thousands of vehicle listings from the palm of your hand with the Hemmings App.

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