# Reliving Rad - The OG Celebration of '80s and '90s Cars and Culture is Back! RADwood NorCal Returns on October 24th

September 22, 2026

TRAVERSE CITY, Mich., Sept. 22, 2026 /PRNewswire/ -- RADwood, driven by Hagerty and presented by Goodyear, returns to the San Francisco Bay Area on Saturday, October 24, for its most engaging event yet. The automotive festival known for celebrating the cars and culture of the '80s and '90s will stage the brand's first free-to-attend evening event and feature iconic cars at full-throttle in its latest, enthusiast-focused format.



All the details car enthusiasts need to get totally rad:

- What: New free-to-attend RADwood format featuring Wheels in Motion, a full-throttle demonstration set against the backdrop of the San Francisco skyline
- When: Saturday, October 24, 2026; 4 p.m. to 8 p.m.
- Where: Gold Bar Hangar, Alameda, CA
- Tickets: Free attendance with registration – a $25 value!

"RADwood exists because driving enthusiasts crave real experiences and community," said Hagerty CMO Marc Burns. "For 2026, we cranked it up! We added iconic cars running at full-throttle, a new evening format and then made it free to attend. It's everything you love about the '80s and '90s, minus the dial-up."

Presented by Goodyear, the show will feature hundreds of period-correct cars, trucks and motorcycles onsite at Gold Bar Hangar at historic Alameda Point. Wheels in Motion, a driving exhibition including the era's most significant rides performing flybys at full-throttle, will present a rare opportunity to see and hear some of the greatest cars at redline. Pioneer will provide period tunes as official sound partner of RADwood NorCal.

Featured vehicle classes include Kei Cars, Tuners, Movie Cars and Mustang vs. Camaro. Additionally, for the first time, RADwood expands into Y2K with the introduction of a new class, 'Millenia,' spotlighting iconic cars from 2000–2010. Rounding out the entertainment and hospitality are popular Bay Area food trucks and RADwood's signature Raddest Dressed contest, where attendees are judged on their period-correct attire.

Celebrity guest appearances and enthusiast-focused content are expected to be announced in the coming weeks.

The show runs from 4:00 to 8:00 p.m., with early entry for Hagerty Drivers Club members at 3:00 p.m. Admission is free, with all attendees asked to reserve a ticket in advance. Show car owners and entrants are invited to register their vehicle on the RADwood website.

**About RADwood**
RADwood is the OG celebration of '80s and '90s cars and culture, blending period correct dress with automotive awesomeness.

Originally a nationwide event for cars, trucks and bikes from 1980-1999, RADwood now welcomes cars from the Y2K era in its Millenia class. Driving enthusiasts can find RADwood at The Amelia Concours, The Greenwich Concours, Motorlux and more where they can capture the essence of a bodacious era.

**About Hagerty (NYSE: HGTY)**
Hagerty is a company built by drivers for drivers, protecting 3 million vehicles in the United States, Canada and the UK. We make it easier and more enjoyable for car enthusiasts to drive and celebrate the machines they love through innovative vehicle insurance products, live and digital auctions, engaging media and events and the Hagerty Drivers Club, the world's largest membership community of car lovers. For more information, please visit www.hagerty.com or www.newsroom.hagerty.com. Never Stop Driving®.




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