



Darin Roberge is President of [Motorwerks Companies](#). Initially launched as an agency brand, Motorwerks is now not only the premier, full-service marketing, creative and consulting agency serving the classic, collector and specialty automotive industry, but also a media brand, an events company and a nonprofit support and fundraising organization. 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 a few short years, Motorwerks has become one of the field's highest volume marketing agencies and a dominate, leading force in the industry, reaching tens of 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 and highly respected collector car market analyst and expert and has been quoted across and contributed to many of specialty and collector automotive's most important outlets including, MotorTrend, Autoblog, Motor Authority, Sports Car Market, Classic Motorsports, All Collector Cars and more. He has additionally appeared on CNN, Fox, NBC, ABC, CBS, Weather Channel, Motortrend/Discovery, Bravo Network and dozens of mainstream radio and editorial outlets across the globe.

He is also seen by tens of thousands of enthusiasts annually as the official Host and Emcee of the Concours in the Hills and the Copperstate 1000 Kickoff and Car Show. Darin is a former contributor to ClassicCars.com – the world's largest collector car website, has served as Host for 70 episodes of Sports Car Market Magazine's Buy, Sell, Hold: Spotlight YouTube show and podcast and currently publishes the weekly [Z260 series of email products](#) to his 20,000 subscribers.

In late 2024 and early 2025, Darin took on his biggest challenge to date. After noticing years of decline and reducing relevance, he decided to revamp one of Arizona's most critical and most signature economic components: Arizona Car Week. In its prime, contributing nearly \$200 million to Arizona's economy and drawing 300,000 attendees, Car Week has traditionally focused almost exclusively on auctions. This was proving to be a major reason for Car Week's downward trend, so together with Arizona's amazing enthusiast community, in just a few short months, Darin took what has consistently been just 8-10 events and increased that total to over 30. Between the existing auctions and now new gatherings including parties, gallery showings, car shows and Concours, drives events and more, Arizona Car Week is once again poised to regain its position on top of the annual calendar of can't miss collector car lifestyle destinations (he additionally designed and created a classic car focused, throwback arcade style video game while in the process of doing this – [CLICK HERE TO PLAY MOTORWERKS 1000 FOR FREE](#)).

Also active beyond just the cool car stuff in his community, Darin serves on the Board of Directors for the Township Community Organization and is a member of Gilbert's Transportation Task Force. He has also passed on this desire to serve through Motorwerks Gives and Classic Cars 4 Nonprofits, wherein they currently represent a number of charity clients and have since helped them raise over \$25 million collectively to date.

In his "off time" Darin enjoys Japanese gardens, contemporary art, boxing, culinary arts, firearms training, playing blues guitar 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 Megan Moore at Evolve Public Relations at 219-713-5142 or mmoore@evolveprandmarketing.com