



An old building with a new face, a new vibe and a new attitude!

The Red Horse Motoring Club, a newly resurrected 20th century building, is calling your name for your next event, performance, exhibition, pop-up gallery, or collective get together. Just imagine toasting to your company's success and celebrating with up to 500 of your clients and colleagues while surrounded by rare vintage cars, antiques and authentic industrial glory!

Recognizing that small business owners often lack the necessary space to host special events and meetings, and knowing car clubs and collectors rarely have a dedicated place for enthusiasts to congregate, Red Horse Motoring Club combined these needs featuring the rarest of automobilia as an interactive experience for events and uniquely memorable experiences. Co-owners Steve Everett and Chuck Harders, a retired Navy Lieutenant Commander, redefine the traditional car club expectation and deliver an event hosting experience unlike anything else in the Philadelphia area.

After two years of searching, Steve and Chuck decided upon the historic Ludwick Motors building in Pottstown, Pennsylvania to begin this endeavor. Originally opened in 1922, Ludwick Motor's proudly sustained nearly 80 years of history on 132 E 3rd Street.



Steve recalls, "The building was amazing... large usable space with the bonus of being a storied neighborhood dealership." Renovations began immediately, all the while respecting and protecting the building's past and character. After seven months, The Red Horse Motoring Club hosted its ribbon cutting ceremony with TriCounty Area Chamber of Commerce to commemorate the beginning of something truly unique.

Founding owner, Chuck Harders is an avid collector and dealer of all things petroliola and automobilia and keeps his vast collection displayed throughout the club. Chuck states, "Designing a space to properly show the bulk of my collection in one space has always been a dream of mine. I just wanted these rare finds to be seen and appreciated by others who understand their history." The collection at Red Horse is massive, encompassing all original antiques dating from the early 1960s back to the dawn of the gas and auto industry. The collection features the full spectrum of automobilia, including early "visible" gas pumps, neon dealership signs, gas station signs, posters, giveaways... and even a 27-foot-long original paper highway billboard for the Willys-Knight automobile! Any person, car enthusiast or not, could spend hours just enjoying the collection alone! As a member of The Red Horse Motoring Club, you gain full access to the entire building and collection, including a state-of-the art audio system throughout and 15-foot outside movie screen.



The Red Horse Motoring Club fully utilizes its 12,000 square feet by offering different areas to relax, host a client, hold a meeting or have a private gathering. The Red Horse Lounge, originally the Ludwick parts storage room, is now an inviting parlor with a posh ambiance amidst a rustic aesthetic. John Dorety, a local Philadelphia antique salvage expert and custom bar builder designed the walls, posts and barbers using untouched salvage from a Philadelphia Carriage house that was built in 1862. This member-favorite spot prides itself on a comfortable, warm vibe that all seem to love! Be sure to check out the original Ford whippet motorized hoist that was used for decades to lift engine blocks to the upstairs! Smiling, Chuck states, "We wanted to fill a void in the market place; but wanted to do it in a way that blew everyone away." And that they did!

Co-owners Steve and Chuck further support the growth of Pottstown's future by establishing other small businesses such as Little Gym International, Ice Cream Café, Splitting Edge Axe Throwing and JJ Ratigan Brewing Company (coming soon).

Additionally, Red Horse has recently been awarded the honor of hosting the High Street Car Show every first Saturday of the month from May to September, a long-time Pottstown tradition! The new car show will be held on High Street between Hanover and Franklin Streets, and the class of cars allowed for entry will be all cars from 1900 to 1980.

Please note: Red Horse will no longer require an entry fee for each car, and will have Vendor spots at the show to further benefit local businesses! If you desire a vendor spot for your business, contact them quickly as spots are filling up.

Membership to the Red Horse Motoring Club offers options for all types. An individual membership is \$100 per month. Corporate memberships range from \$100-\$700 (depending on the company needs) and vehicle storage is \$350 per month (limited availability). Members have exclusive access and amenity privileges that can be reviewed by contacting the Red Horse team at 904.424.7210 to schedule an appointment. Membership is capped at 300 patrons, so secure your membership today!

For additional information, please visit: www.redhorsemotoring.com.

