

**FOR IMMEDIATE RELEASE**

**Kansas City Automotive Museum Honors Black History Month with Tribute to Homer Roberts**

**Kansas City, MO – February 2025** – The Kansas City Automotive Museum (KCAM) proudly celebrates Black History Month by honoring the remarkable contributions of African Americans to the automotive industry. This year, KCAM shines a spotlight on Homer B. Roberts, a Kansas City native and the first African American to own and operate a car dealership in the United States.

Homer Roberts broke barriers in the early 20th century, establishing the Roberts Company Motor Mart in Kansas City in 1919. Despite the racial challenges of the time, he successfully sold automobiles to Black professionals, building a thriving business and paving the way for future generations of African American entrepreneurs in the industry. His success was a testament to his business acumen and dedication, and his legacy continues to inspire innovation and progress.

“As a museum dedicated to preserving and sharing automotive history, we are honored to highlight Homer Roberts’ pioneering achievements,” said Alana Zimmer, Executive Director of KCAM. “His story is one of resilience, determination, and vision—qualities that have driven progress in both the automotive industry and society as a whole.”

Throughout February, KCAM will feature the Homer B. Roberts exhibit. Visitors can explore Roberts’ impact through historical artifacts, photographs, and engaging narratives that showcase his contributions and influence.

The Kansas City Automotive Museum invites the community to join in commemorating Black History Month and celebrating the achievements of Homer Roberts and other influential figures.

For more information about The Kansas City Automotive Museum, please contact Alana Zimmer at [azimmer@kansascityautomuseum.com](mailto:azimmer@kansascityautomuseum.com) or 913-322-4227.

**About the Kansas City Automotive Museum:**

The Kansas City Automotive Museum is dedicated to showcasing the rich history of the automotive industry and its impact on Kansas City and beyond. Through exhibits, educational programs, and community events, KCAM brings the past, present, and future of automotive innovation to life.

**Media Contact:**

Alana Zimmer  
Executive Director  
Kansas City Automotive Museum  
913-322-4227  
[azimmer@kansascityautomuseum.com](mailto:azimmer@kansascityautomuseum.com)