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Kansas City Automotive Museum Launches "Legacy In Motion" Campaign to Drive Future of Automotive Heritage

Kansas City, MO — On April 26, 2025, the Kansas City Automotive Museum officially launched its "Legacy In Motion" capital campaign, marking a pivotal moment in the museum's expansion and its commitment to preserving and celebrating Kansas City's rich automotive heritage.

The campaign aims to fund the construction of a state-of-the-art 40,000-square-foot facility situated near the iconic Underground location in Kansas City. This new space will quadruple the museum's current size, allowing for an immersive experience that honors the past while embracing future innovations in the automotive industry.

A Vision for the Future

"Kansas City is on the rise, making waves in technology, innovation, sports, and culture — and the Kansas City Automotive Museum is driving right alongside that growth," said Alana Zimmer, Executive Director of the museum. "With our expansion, we're creating a destination that will stand shoulder-to-shoulder with the best our city has to offer. This isn't just a museum; it's Legacy in Motion."

The new museum will be strategically located at the leading edge of Penn Valley Park, placing it at the heart of Kansas City's cultural landscape. This prime location, surrounded by parks and green spaces with a fantastic view of downtown, positions the museum to become a centerpiece of KC culture and a destination for visitors from across the nation.

Campaign Goals

The "Legacy In Motion" campaign focuses on five key areas:

- **Preservation:** Ensuring the long-term care of priceless automotive artifacts.
- **Education:** Expanding educational programs for K-12 students and automotive enthusiasts.
- **Innovation:** Supporting cutting-edge exhibits and immersive experiences.
- **Community Impact:** Enriching the cultural and economic fabric of the region.
- **Family Enrichment:** Inspiring curiosity and connection through exhibits and programs for families.

- **National Destination:** A must-visit hub for museum lovers and car enthusiasts alike.

Get Involved

The Kansas City Automotive Museum invites individuals, families, and organizations to be part of this exciting journey. Supporters can contribute to the campaign through donations, sponsorships, and by participating in upcoming events. For more information on how to get involved, visit kansascityautomuseum.com/legacy-in-motion.

About the Kansas City Automotive Museum

Established in 2014, the Kansas City Automotive Museum is a 501(c)(3) non-profit dedicated to preserving Kansas City's rich automotive history. Located in Olathe, Kansas, the museum features a rotating collection of over 30 vehicles and regularly hosts educational programs and special events. Since its inception, it has become a central hub for car enthusiasts and a key contributor to the local community.

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