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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.

About the Kansas City Automotive Museum

The Kansas City Automotive Museum is a 501(c)(3) non-profit dedicated to showcasing Kansas City's contributions to the automotive industry. Located in Olathe, Kansas, the Museum features over 30 rotating vehicles and highlights key pieces of local automotive history, including the Ford Winchester Plant and racing legend Masten Gregory. Since opening in 2014, it has become a hub for car enthusiasts, club meetings, and special events. For more information, visit www.kansascityautomuseum.com.

For additional information about the museum or to arrange an interview, please contact our media relations team at media@kansascityautomuseum.com or 913-322-4227.