

With 30 years of experience in high performance driving, Rich has accumulated a skill set that rivals any other in the industry. Ever since Rich was a young lad growing up in the Motor City, he knew what he wanted to do in life. Growing up around the Indy car world Rich got the bug for racing- whether it was racing bicycles in the neighborhood or racing go-karts in an empty parking lot, he was hooked. Rich started his racing career in 1982. After several years of advancing through the ranks of open wheel racing he finished in the Indy Lights series. He realized that he needed to find sponsors to make the next step into the Indy Car Series. With an inability to find sponsors Rich continued his racing career with the top racing school in the country (Skip Barber Racing School) as an instructor. It was 1992 when he qualified for his SAG card by acting as a driving instructor in a BMW commercial. He knew his life would change after that first commercial. A mere 6 years later he drove on his second commercial. Then, the snowball took off and Rich was able to grow his career to the status that it's currently at today. After 200 plus commercials and 20 plus feature films Rich's reputation continues to grow. In the meantime, Rich continues refining his driving skills by participating in occasional endurance races as well as drifting events.