

Barff

barff limited | rob barff | automotive consultant, professional driver & driver coach



Rob Barff is a British professional racing driver with a career in international GT racing that spans over 30 years. He is also one of the world's leading driver coaches and the holder of an Motorsport UK Instructor Super Licence to teach motorsport. 2021 marks his twenty eighth year as a professional race instructor.

Having raced in more than 400 races around the world – including the Le Mans 24 Hours, Daytona 24 Hours, Spa 24 Hours & eight appearances in the Dubai 24 Hours - he has achieved notable success with pole positions, fastest laps and race wins throughout his career. The last 10 years have been dominated by the GT3 category with victories and podiums in the British GT Championship, the UAE GT Championship, the Dubai 24 Hours & Gulf 12 Hours.

Rob is also an expert at vehicle data interpretation - working globally in dynamic development programmes for both road and race cars. He is a certified *AMG Expert – Advanced* and in addition is part the automotive events team for the following manufacturers: Ferrari, McLaren, Lotus, Toyota, Lexus, Abarth, Alfa Romeo, Nissan, MINI, BMW and Polestar specialising in performance hybrid and full EV vehicles and drivetrains.

Furthermore, Rob is the Director of Racing & Tuition for Dubai based Dragon Racing. Dragon Racing run both GT3 and GT4 race machinery and host high end automotive corporate events.

