

**Kenton Koch Bio:** Kenton Koch is an American racing driver currently competing in SRO GT4 America. Over the past seven years, he's successfully competed in multiple professional racing series. The 25-year-old claimed four consecutive pro-racing championships from 2012-2015. In 2016, he won the Rolex 24 Hours of Daytona in Prototype Challenge. Kenton is well-known around the IMSA, SRO America, and Club Racing paddocks and has focused the past few years on building genuine relationships with those involved.

Racing has been a major part of Kenton's life ever since he began karting at 8 years old. Since day one, he has loved studying the mechanics and vehicle setup, finding the technical aspect intriguing. He is always looking for opportunities to understand, ask questions, and increase his knowledge of the car.

Kenton learned the basics of coaching while working at the Skip Barber Racing School. From there, he spent a year as the series coach for the Global MX-5 Cup, where he coached up to ten drivers on any given weekend. Through that experience, he honed his ability to relay feedback accurately and cater to the individual based on their personality. In the past five years, Kenton created his own private coaching business that continues to grow through referrals and great relationships. He personally never had a driver coach growing up, so he learned to self-analyze to understand what he was doing wrong and fix the issue. He says, "It's like in school, if you teach yourself the subject at hand rather than being taught, it makes it much easier for you teach others since you have a better understanding of the subject."

Kenton recently graduated with his Bachelor's degree in Business Administration, something he prioritized while growing his career in motorsport. During his time at school, he worked with the Formula SAE program, primarily in developing the car during testing to compete against the top teams in the Nation.

**Please note:** Kenton will be contacting registrants from the iRacing webinar for the purpose of feedback and information on additional webinars and his one-on-one coaching business.