

# Leonid Urlichich a.k.a. "Crazy Leo"

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[www.crazyleo.net](http://www.crazyleo.net)  
[www.racelab.co](http://www.racelab.co)



## OBJECTIVES

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To get established as a competitive driver in the World Rally Championship (WRC)

## ACHIEVEMENTS

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2018 — 1st in class/ 2<sup>nd</sup> overall, Rallye Perce-Neige, after a [rollover crash](#) which went viral on social media

2017 — **Canadian Rally Champion** (Class: Production 4WD)

2017 — Race Lab secures **Canadian Military Police** as a client for Advanced Driver training

2017 — 1st overall, Rallye Perce-Neige

2016 — Champion, MLRC Rallycross Championship (Class: Four)

2016 — Race Lab secures **Canadian Special Forces** as a client for Advanced Driver training

2015 — Founded Race Lab Inc (Advanced Driving School) [www.racelab.co](http://www.racelab.co)

2015 — Founded CLM Strategies (Digital Marketing Company) [www.clm.st](http://www.clm.st)

2015 — "Crazy Leo" reaches the biggest social media following of any Canadian racing driver

2014 — Debut season in the WRC, in the high profile 'Drive DMACK Fiesta Trophy'

2014 — Highest weekly social media reach of over 26 million people

2013 — 11 Stages won out of 13 completed, Rally of the Tall Pines [Watch review](#)

2012 — 2<sup>nd</sup> overall, Canadian Rally Championship

2012 — 2<sup>nd</sup> overall, North American Rally Cup

2012 — Designed a fully custom Pacenotes System

2012 — Launched the first viral video in the Canadian Rally Championship [Watch](#)

2011 — 1st overall, Rally of the Tall Pines

2011 — 2nd overall, Canadian Rally Championship

2008 — 1st overall, Black Bear Rally

2007 — First performance rally entry

## TEAM AFFILIATIONS (references available)

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2015 — Team Floral Racing, Roeselare, Belgium

2014 — RMC Motorsport, Caboalles de Abajo (León), Spain

2013 — 2014 — M-Sport, Cockermouth, UK

2006 — ongoing — Can-Jam Motorsports, Thornhill, Canada

## EDUCATION AND QUALIFICATIONS

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Advanced Driver Coaching, Driver Psychology, Rally/Race Car Setup, Pacenotes Coaching, Marketing, Social Media, Content Creation, Video Production

Class of 2007 — BBA with Honors, Trent University

## REFERENCES

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### John Hall

President, Canadian Association of Rallysport

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### Kevin Hoo

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The impossible takes a little longer.