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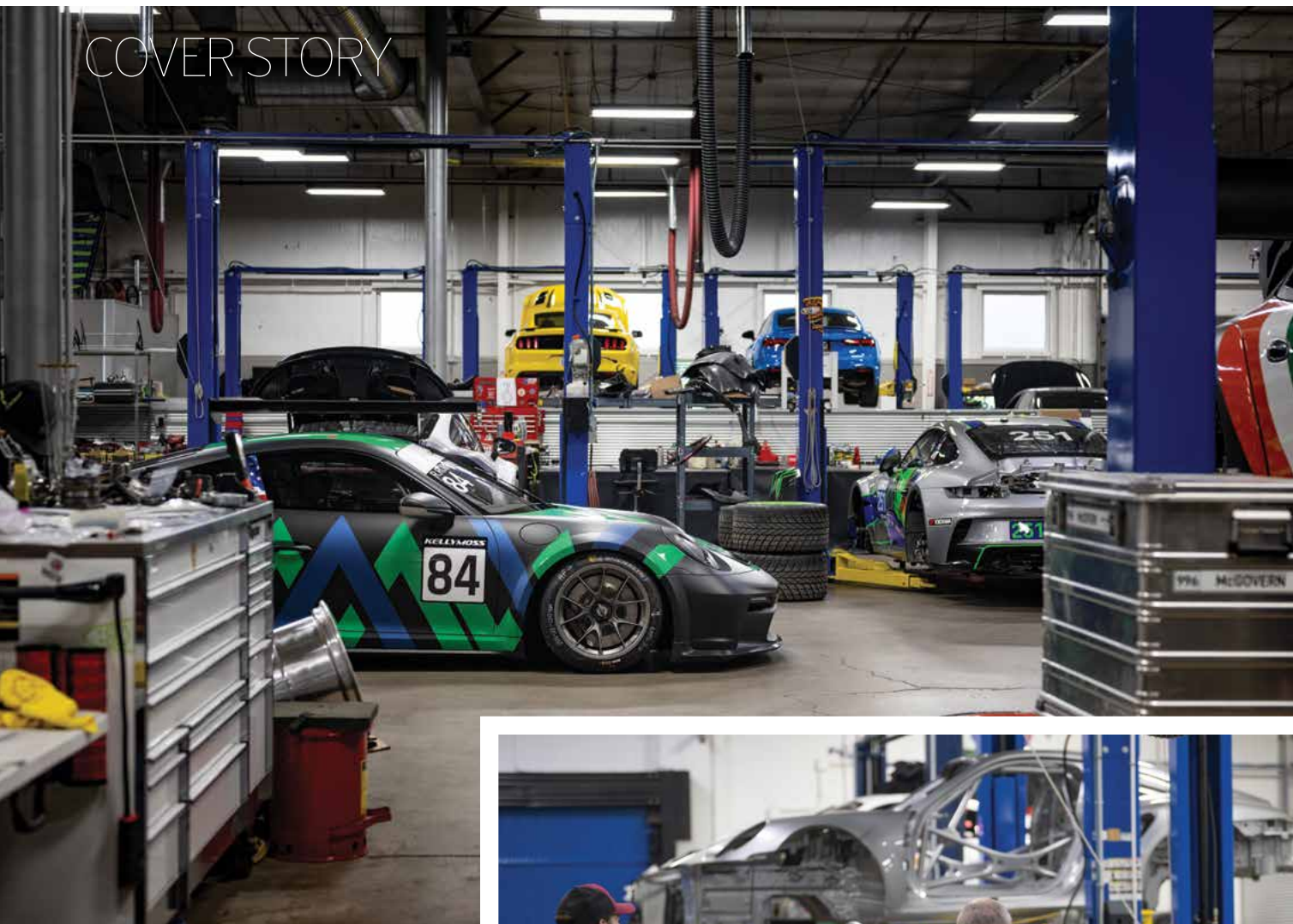
PORSCHE CLUB OF AMERICA



COVER STORY

Kelly MOSS





By DAVID MATHEWS

WHEREVER THERE IS AN APPE-
tite to push harder, and go further;
wherever there is insatiable hunger;
wherever there is a drive to drive; that's where you
will find team Kellymoss. Transforming dreams
into head-turning, octane-burning, race-winning
reality.*

Innovative success comes from identifying and
seizing an opportunity that results in a paradigm
shift. For Kellymoss, that opportunity culminated
in 1989, when David and Jeff Stone, Rich Moskalik,
and Kathy Kellogg, together with a team of volunteer
Porsche experts/engineers/technicians, pulled
into the pits at Road Atlanta with their Kelly-Moss
Motorsports (KMM) Porsche 944S. Kyle and Tom
Rathbun, co-drivers in that three-hour, International
Motor Sports Association (IMSA) Firestone Fire-
hawk Enduro, showcased KMM, and in the process,
created a new normal. KMM dominated with a
first-place finish in that initial effort. KMM became a
force with which to be reckoned.

"Kellymoss exists for the driven. Those driven to

**dream. Those driven to push. Those driven, come
hell or high water, to DRIVE.***

As one would expect, Porsche racing at all
levels is its core business. Presently, Kellymoss
provides support for 23 drivers competing in the
IMSA Weathertech Sportscar Championship, VP
Challenge, Porsche Carrera Cup North America,
Porsche Sprint Challenge, PCA Club Racing, vintage
events, and independent testing venues. A consistent

race winner, Kellymoss has amassed more national
championships than any other team in the IMSA
Porsche GT3 Cup Challenge and Porsche Sprint
Challenge. Kellymoss has competed in every GT3
Cup Challenge since 2005. It is also formidable in
PCA Club Racing.

"Some of our clients use Driver Education (DE)
events and then PCA Club Racing as a stepping
stone to the next higher levels of competition," began



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Victoria Thomas, co-owner of Kellymoss. "Perhaps they move to Porsche Sprint Challenge where we assign them an engineer. The next step may be Porsche Carrera Cup North America—the highest single-entry racing venue in the United States. Then for us, skilled drivers can go into IMSA WeatherTech SportsCar Championship and GTD."

"That same drive fuels every person on team Kellymoss. It's why we innovate and obsess. Why we toil and take on the tremendous. The more impossible the task, the more aggressive the timeline, the more intense the pressure, the bigger the victory." *

Kellymoss continues to demonstrate innovation, dedication, and perseverance, 25 years after that first victory, with leadership provided by co-owners Victoria, who owned an accounting firm before gasoline and motor oil bubbled in her veins, and her husband, Andy Kilcoyne, who started with Kellymoss in 2015 as a 'fly-in' race mechanic, the new Kellymoss has

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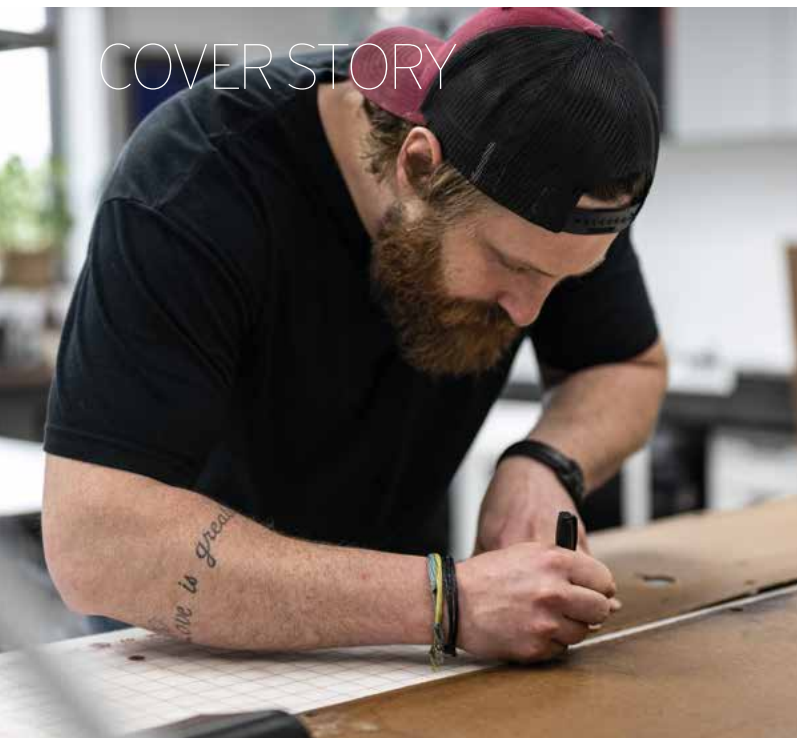
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COVER STORY



assumed a diversified persona. A persona that embraces rehabilitation, revitalization, renovation, and re-creation. A persona built on passion, not profit.

Calling Kellymoss a race shop is like calling the New York Symphony Orchestra a garage band. Kellymoss is an 80,000 square-foot facility that does just about everything Porsche-sport related. "For sure, our sweet spot is Porsche," said Victoria. "It's what we know best." The new Kellymoss accommodates oil changes and engine rebuilds, cosmetic detailing to a bare-metal restorations, and racetrack support, from Porsche endurance racing to Vintage racing.

Several years ago, Kellymoss, then Kelly Moss Motorsport, blended that passion with opportunity. Illegal shenanigans that brought down a former client created excess capacity. The need to productively fill that space prompted quick action from Victoria, Andy, and former owner Jeff Stone. Recognizing the need for the highest quality classic restorations and the increasing interest in custom Outlaw and Safari builds, the team thought, why not grow that segment of their business?



"It's easy to say it can't be done. Easy to eye up a challenge and opt to look the other way. But for those born with drive during deep in their bellies, things like easy never even enter the equation." *

"With classic restorations," Victoria began, "there is a whole lot of effort trying to find specific parts that are absolutely accurate and authentic. Finding old parts that require remanufacturing makes our metal fabricators incredibly critical to the process. A critical component with a custom build is encapsulating the personality of our client...blending that personality with the car itself. That means lots of

conversation, asking questions, pulling it altogether, moving it from, 'I think I want,' to, 'Yeah man, you nailed it.'"

The Hillary Coe Off-Road Safari Porsche is one example. An international personality known for her design expertise (Director of Design at SpaceX; Principal of Experience at AKQA, a digital design and communications agency owned by WPP) her award-winning documentaries, records in drag racing, and experience as a pilot, Hillary is also a car person. A Porsche person. So, when Hillary wanted a 'special' Porsche, she called Kellymoss. "After Hillary discovered that Kellymoss was owned by a woman,"

recalled Victoria, "the deal was sealed. Hillary said she wanted a 'Kick Ass' Porsche from a 'Kick Ass' woman." 'Little Black Dress' is the result—an ominous matte black Safari-themed 911, softened only slightly by red accents. "Hillary was intimately involved with its design features," Victoria continued. "After all, she said every little black dress needs red heels."

Many shops advertise their restoration prowess, yet most subcontract at least part of the work. The paintwork goes to 'their paint guy.' Interior finishing and upholstery are farmed out to some specialty shop. Engine building may be done by the machine





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shop down the street. Kellymoss doesn't march to that drummer. ALL work, with the exception of engine/gearbox work on Porsche Sprint Challenge and Porsche Carrera Cup race cars (Porsche mandates that the factory does that work) is done in-house. Their designers, design. Their fabricators, fabricate. Their painters, paint. Their upholsterers, brothers actually, upholster.

This unique approach makes sense to Victoria and Andy. "You lose control over that which you do not control. Carbon Fiber, graphics, interiors, paint, engine and drivetrain, and the design/builds all are done in-house," said Victoria. "The average stay in our Project Department, where the major work is

done, is 15 months. Depending on what is done, price will range from \$60,000 to \$2,000,000+, and can take years to complete."

COVID-19 stabbed at the heart of our world economy. Many entities didn't recover. Victoria and Andy suffered, but recognized an opportunity and built upon it. "When we were shut down for COVID, and couldn't race," said Victoria, "we were groping for something to offer clients stuck at home. That's how our Online Driver Academy began. We wanted to incorporate every piece of knowledge that one doesn't actually have to be driving a car to get, and put it into an online format. Subscribing members learn at their own pace."

"The initial offering was 70 lessons—how to learn a track from the comfort of your home. We incorporated in-car videos, learning to map out the track with your eyes closed, learning the line, learning braking points, how to 'read' drivers around you so you understand passing and defending. This is all online in our Driver Academy. We wanted our client/members to maximize their time. Racing is expensive. Our Driver Academy continues to evolve with weekly 'chalkboard talks' given by professional GTD driver Alec Udell and others. We teach theory first, then show actual in-car footage, follow up with data-based Q&A, all of which leads to the on-track experience."

Does this type of focused training work? "Michael McCarthy won the 2021 Porsche Sprint Championship. Michael joined Kellymoss and in his first year, won his first national championship. He had never sat in a GT3 Cup Car before beginning his training with us."

Another appealing entree on the Kellymoss menu is KLÜB. Embracing a tiered membership concept, members gain access to ALL things Kellymoss—watching pit/track action on a huge big screen TV, eavesdropping on in-car communication, SIM driving training on an APEX6 Full Motion Simulator... the list goes on. The KLÜBHOUSE, located within the Kellymoss facility, provides space for members to get behind the scenes," explained Victoria. "They see our awesome builds, the creative and technological processes we use, and engage our clients. For example, one can meet Hillary, and see and hear firsthand how her Little Black Dress came to be."

And then there is DRIVEN, the online publication produced exclusively by Kellymoss. Through its images and print, DRIVEN provides its readers

exceed expectations

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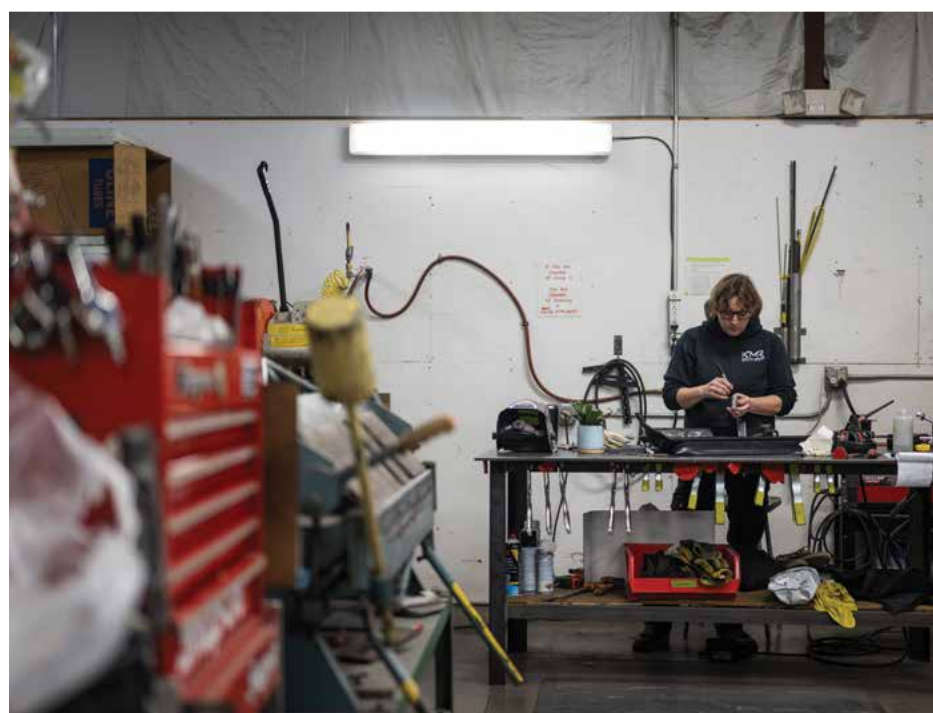
with current news/developments in the Kellymoss world. Racing highlights and results, interviews with drivers, clients, and owners, details on special builds and restorations, news about the feminine focus of Kellymoss, and the who, what, when, and where of the youth in the Kellymoss family. Growing the future and growing the Kellymoss brand are critically important to Victoria and Andy. "I'm obsessive," added Victoria with a smile.

How does Victoria see the fit between Kellymoss and Porsche Club of America? "For sure, it is a partnership," said Victoria. "No one has to pick between Kellymoss KLÜB membership and PCA. The more we talk about it, the more fun things we do, the better off we all are. We want to grow a strong partnership. This is just another way to get involved."

"IT'S OUR TALENTED TEAM..."

"Yes, it's about perfect, and yes, it's about winning. But it's also about building a tightly-knit community of dreamers, what-if-ers and why-not-ers. We know that behind every driver is a dream, and behind every dream, there is an undeniable drive." *

Victoria continued. "We know the importance of discovering unique and non-traditional talent." With over 100 full-time employees, having grown from 12 employees in 2016, it was easy to see that Kellymoss



is doing something right. Who are these people and what do they say and do?

Mikayla Bennett is the Tire Manager, responsible for every tire in the facility. "Every tire is labeled," added Victoria. Every lap on every tire is documented. Mikayla keeps track of all of that."

Jason Brown, Lead Graphics Designer. "I've been (with Kellymoss) for eight years," said Jason. "Four years ago, the decision was made to bring the

graphics department 'in-house' for (quality) control and convenience. Everything is done here. We can produce the graphics so the cars can get to the track ready. Prior to moving this operation in house, we depended on a graphics company who had other jobs. My process begins with a discussion with the drivers...their likes, dislikes, what they may have in mind. Color. Business logo. Then we began 'fleshing' it out...we tweak it."

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Sabré Cook, winner of the first Kellymoss-sponsored Female Shootout in October 2022, competed with eleven other female drivers to earn her spot behind the wheel of a Kellymoss Carrera Cup Porsche. The program included funding for the 2023 race season, six tests, race entry fees, testing, Michelin Pilot race tires, fuel and a championship winning staff of professional driver coaches, engineers and technicians. "Winning the shootout and thus the scholarship with Kellymoss is incredible," Sabré is quoted as saying. "I'm eager to have the chance to run a funded season with a top team for the first time in my career. Kellymoss has a great group of people and I'm confident they can provide me with the tools to be successful."

Chase and Kenyon Erickson, brothers, compose the Department of the Interior. Chase maps out the artistic renderings and determines what is mechanically possible. Both fold, cut, sew, and pleat. Victoria added, "They keep very busy. The ability to control the timing and the quality was too important not to bring it in-house. Issues outside our control were unacceptable." Chase added, "It's

been an interesting journey. Kellymoss allowed me to experience a position that I could actually prosper from. Not the 'starving artist' thing. I'm allowed, make that encouraged, to be creative. It's been awesome."

Mitch Kessler is the Paint Protection & Detailing Specialist. Mitch finishes each car that comes out of the paint booth, wet-sanding, buffing, polishing, paint protection film...spending close to 40 hours on a car after the final paint application. He also works

magic on client cars brought to the facility. "His ability to physically change the appearance of a car, is amazing," said Victoria. "Mitch will take a car with little chips and blemishes and completely hide them with proper paint protection. His work is awesome."

What does Mitch like best about his work at Kellymoss? "I love working on cars that are 'fun' and that clients love. These cars are their babies. They leave them for us to take care of. Every time, people are blown away by what we achieve." ■



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LIKE FATHER LIKE DAUGHTER

Some parents would rather their kids don't follow in their footsteps. In the case of this Porsche racing family, it's become a family competition.

By DAVID MATHEWS



CAMPING, FISHING, HIKING, BOARD games are all typical activities that one would assume parents enjoy with their children. But when Ohio Valley PCA members Rene Robichaud or his daughter Nicole relate what they did over the weekend, people take notice. It's not everyday one hears about a father and daughter who compete in racing, together. Or that they compete at PCA Club Races at Lime Rock, Mid-Ohio, or Sebring, each piloting a purpose-built Porsche race car capable of breathtaking, triple-digit speed. It's rather unheard of.

The father-daughter activity start with a gifted weekend class at the Skip Barber Driving School at Lime Rock in 1992. "[My wife] thought I was over-worked and needed a break," Rene said. "That was my first on-track experience. I think they were using Formula Fords back then. I was absolutely hooked. I couldn't believe how much fun it was. My wife had no idea what she was getting me into."



"I went to other Skip Barber schools at Lime Rock, and at Sebring, at least one a year, until 1997 when I bought my first Porsche. It was a 993 Carrera 4S with a whale tail. ... I was in heaven."

Rene was sliding headlong down that slippery slope. With his 993, Rene began doing Driver Education (DE) events. By 2004, Rene had notched six years or so of those DE events and thought the time had come to try PCA Club Racing.

"I managed to find a 993 Cup Car," Rene continued. "It was fantastic. I raced that car in Club Racing in 2004 and 2005, really enjoying the sport. Since that time, I've been trading different race cars every couple of years. I've owned 10 or 12 race cars, enjoying what Porsche does to them, how they improve them. I'm now racing a 992 Cup Car."

Nicole caught the racing bug from her dad. She began go-karting at the KartPLEX at Motorsports Country Club (MCC) – a Cincinnati-area track that Rene and eight friends financed and help build. Rene



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realized he had created a monster. "I remember her as a teenager, when I chased her four laps before I could find a clean pass. I thought, holy cow, she is wringing that kart's neck. I could tell she had a racer's heart."

In 2015, Porsche Motorsports announced the coming of a Cayman race car. Rene approached Karen, his wife, with the idea that Nicole could race a Cayman safely. Karen embraced the idea. Subsequently, Rene told Porsche Motorsport that he would buy not one, but two of those cars if they would allow Rene and Nicole to compete in the 2016 GT4 Clubsport race season. Porsche Motorsport was at first, hesitant. "They said that at the time they were only going to build 25 cars and it would be difficult to give me two of those 25," said Rene. "But they reconsidered, concluding the father-daughter thing would be good, especially since I'd purchased a number of Porsche race cars in the past."

Clearing that hurdle, Nicole, then in her mid-20s, needed to become licensed for PCA racing. After consulting with Brian Henderson, Chairman of Club Racing at the time, Rene rented a Boxster race car for Nicole to learn to drive competitively. The protocol called for four races as a Novice Driver, the first three held at Motorsport Ranch in Cresson, Texas. Her fourth novice race was at Sebring in yet another Boxster. After earning her license, Rene and Nicole raced in all but one of the 2016 races in their Clubsports.

"We raced head-to-head in those Caymans during the season. It wasn't that hard to beat Nicole then. It's much harder now!" Rene said. "In the rain, she is stunningly fast. She finds where the grip is and simply flies. A couple of years ago at Sebring, she started 13th overall and finished 4th overall. And she had the fastest lap time, in fact, her time was better than three Pro racers in the same race."

"Racing in the rain - IS SO MUCH FUN," Nicole added. "The car is much more responsive under wet conditions. Balance, patience, and smooth inputs become imperative as the car responds immediately when you misstep. There is nothing like immediate feedback—it can be such a gift."

Nicole took to racing almost naturally and found the journey to be a wild experience. "It's terrifying up until you put me in the car. Then it's exhilarating. It is so intense. The fastest I've taken this car is about 165 MPH," Nicole said. "No matter what's going on at work... if you're behind... what you've got to do...



what you should have done, but didn't get to it... all of that melts away. There's no room for it. You've got to be focused on every corner... what's coming at you. Learning to tell the difference between an inch and a foot is much harder when you're at full throttle

or mid-corner, but all that goes away when the green flag flies."

Nicole's day job is Data Consultant for 8451, a data-mining analytics company for Kroger, best known for its national chain of groceries and supermarkets.

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Class in the inaugural Clubsport Series. I was very happy about that. In February this year, Nicole and I raced together in the Endurance Race at Sebring, coming in sixth overall. We got the Corner Worker's Award and it wasn't because of me. We started 15th or 16th out of 25 cars. She brought us up to 7th place. I gained just one more spot."

Nicole added, "There's no one I'd rather be racing with... or against. We're not racing in the same class these days, but we are always on the same team. And we don't have radio comms to one another on track, which means my race doesn't end with the checkered... it ends after I pull into the paddock and race to the trailer to swap stories with Dad. We get to share such a unique bond with memories that far transcend the race weekend."

As for Rene, he says PCA Club Racing gave him a special opportunity and outlet to have quality father-daughter time. He was also able to watch his daughter grow into a talented driver.

"With her increased proficiency, her confidence grew dramatically," Rene said. "That she could not only do this thing... she could do it well. That has played well for her, in her business, and in our relationship. That's the message I give to other parents. This thing [Club Racing] can be a tremendously educational, social, and family building experience."

Nicole added, "My favorite part of racing is probably that I get to do it with my dad. Learning something as cool as how to race a car... it is so awesome that I get to do it with my dad as a leader, coach, as someone I am trying to chase down... it is just really special. It's not the speed or adrenaline that keeps me coming back to the track... it's the company. Racing would be nothing without the [PCA] people — from the drivers to the volunteers, and the people who support us. THANKS MOM!" ■

Naturally, whether she is at her desk or on the track, it all comes down to the data.

"Data is everything," she said. "It's the first thing I want to see after I get out of the car after a session. Understanding all the telemetry. There is nothing that compares to that. It is where my worlds [work and racing] collide. I can have a gut feeling about how I am taking this corner, or what I think the best strategy is, but until you actually look at the data, you [realize you] have a lot to learn."

Kellymoss, Inc., Madison, Wisconsin, the nationally-recognized touchstone on every rung of the ladder of Porsche racing, from Porsche GTD through PCA Club Racing to various vintage venues, maintains and supports the Robichauds.

"We used to have our work done locally, but then contacted Kellymoss," explained Rene. "That was at least ten years ago. We've been with Kellymoss ever since. In 2016, with their support, I won the Masters



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