

Ian Luff

Motor Racing Champion and Motivational Expert

Ian Luff is a man who wears many hats and wears each one successfully. He's a motoring expert, a performance driving coach, a media personality, and motivational speaker.

Ian knows how to win, both on and off the racetrack. He is an Australian motor racing champion, participated in countless events including the Bathurst 1000 V8 Supercar race, the London to Mexico car rally, he's a twice winner of the Bathurst (24 hour) endurance race, he knows how with persistence you'll go the distance. Starting his business in 1982, Ian Luff Motivation Australia has assisted over 250,000 academy graduates achieve their driving goals. Ian has personally worked with 11 Australian World Champions like boxing legend Costya Tszu, surfing great Mark Richards, ex Formula 1 driver Mark Webber, Moto GP champion Wayne Gardner.



Ian has a unique ability to entertain and communicate, he is a sought after motivational speaker. By linking his success driven formula with a client's strategies, initiatives, products or services, 'Luffy' as he's affectionately known engages audiences across Australasia.

High profile companies like AMP, Hyundai Australia, Jaguar, Johnson and Johnson, Brother International and Yokohama have used Ian's team focused activities to develop competitive and collaborative behaviours.

'Luffy' is a television and media personality appearing on Australia's highest rating Current Affairs TV Programs. He was also a judge on four reality TV shows including Australia's Worst Driver's and Fox8's Blood Sweat and Gears.

Ian Luff's presentations are supercharged with enthusiasm, motivation, fresh perspectives, and humour and show how taking control and embracing change will deliver successful outcomes.

Client testimonials

“ A new market strategy was launched at our conference themed 'Shifting into Top Gear'. We sought a professional keynote speaker for our conference who could assist us in engaging and motivating our team to adopt this new strategy and take our company to the next, and highest, level of business performance - or TOP GEAR!! Ian Luff was selected from a short list based on his experience, his ability to link our motivation for change with real life issues, his

enthusiasm, passion and sense of humour. Ian not only engages an audience and holds their attention with zest; he takes them on a life-changing journey. Ian's presentation is extremely motivating, highly entertaining and appealed to all of our conference delegates, local and international.

- Prysmian Cables

“ Your ability to engage our delegates and relate experiences you've had, on and off the track, really was unique and provided our Franchisees with a fresh way of viewing their business. Retail is fast moving and your grasp on how the cogs of a business need to work in conjunction with one another in order to provide positive results was spot on with the Eagle Boys system. Our Franchisees walked away motivated and eager to relook at what may have needed a 'tune up' in order to improve their service levels and overall success.

- Eagle Boys Pizza

“ Working with Ian throughout the process was an absolute pleasure. He was not only professional and accommodating but also displayed genuine passion and enthusiasm for his craft. He took the time to understand the unique aspects of our conference and tailored his presentation accordingly, making it a seamless fit for our event.

- Geoff Watt, Australian Driver Trainers Association

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