Jacek Pryczek: CEO, rally driver, mentor. On life in top gear

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opublikowano: 2025-08-14 12:30

The CEO of Goodyear Polska can find balance between Excel and emotions, career and passion, command and humbleness, fatherhood and partnership. He can also learn a great business lesson from rallies.

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Bez przypadku:
W biznesie tak jak w rajdach każdy detal ma znaczenie i nie ma miejsca na przypadek – mówi Jacek Pryczek, prezes Goodyear Polska. FOT. MAREK WIŚNIEWSKI

Excel is a great friend of Jacek Pryczek. It knows that he can calculate everything to the T, that he understands the risk, optimisation, and strategy like no other. But it works the other way round, too, as Jacek Pryczek also knows Excel perfectly well. And this is why he realises that there is something that this software will never comprehend: a moment of silence right before the start.

The sports mode

Jacek Pryczek, born in 1967, a graduate of the Faculty of Law at Jagiellonian University. It sounds serious. Rightly so. In 1994, he started working at Goodyear, initially as a lawyer, and then as sales and marketing director, joining the board in 1999. Today, he holds the position of the Goodyear Polska CEO and is responsible for sales in several CEE markets. A professional and a pragmatist. An analytical legal mind. Without a chance for a moment of oblivion?

'I used to think this way, too,' laughs Jacek Pryczek.
He adds that working at a company involved in motorsports does not necessarily mean an interest in this field.
'I am a perfect example here. My parents did not instil the love of motorsports in me. I got infected with it, instead,' recalls the CEO.

Czytasz ten artykuł w ramach bezpłatnego pakietu dla zarejestrowanych użytkowników.

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Porcja informacji z rynku motoryzacyjnego. Zapisz się, by śledzić premiery, nowości i branżowe ciekawostki.

Zapisz mnie

Hopa, Rajd Polski:
W powietrzu nie słychać Excela, tylko dźwięk boksera. Mieszanka adrenaliny i rajdowej atmosfery to najlepszy, zdaniem szefa Goodyeara, odpoczynek dla głowy. FOT. Mateusz Banas

He did not race as a child. His first encounter with this sport took place in the 1990s, when he visited the Formula 1 track near Barcelona. He was not a spectator, but thanks to Goodyear wrapping up its long cooperation with F1 back then, he could enter the pit lane, talk to Alain Prost, and experience the mix of emotions, adrenaline and the roar of V10 engines up close and personal, without any filters. It left an emotional crack on the pragmatic monolith.

'Yes, I believe that this is when I picked up the bug. The motorsport bug,' admits the Goodyear Polska CEO.

For the following years, he was merely an observer. The 'inflammation' came later.
The ignition spark came by the end of the 1990s, starting from the legendary

Najnowsze

09:55 Izrael znowelizował budżet, by pokryć wojenne wydatki
09:48 PŻM zamówiła w Chinach masowce
09:11 Kasowy PIT ma być szerzej dostępny. MF chce podnieść limit przychodów
08:57 Inflacja w Wielkiej Brytanii najwyższa od 18 miesięcy
08:37 Ceny ropy zareagowały na spadek zapasów w USA
08:28 mBank ma najwięcej rachunków podatników VAT
08:09 To warto wiedzieć przed sesją na GPW 20 VIII 2025
07:31 Zbrojeniowa grupa WB zapowiada „wielodomenową rewolucję"
07:00 Putin, Zełenski i tajne rozmowy o pokoju, rekordy Empiku i Brytyjczyk, który został Polakiem. PB BRIEF
22:38 Przecena spółek AI pogrążyła Wall Street

Zobacz więcej

Wybór redakcji

Dawid Tokarz
Kubiczek odwiedzi Sapotę z komornikiem
Szef HREIT nie wydał majątku i dokumentów, dlatego zapuka do niego komornik.

Sylwia Wedziuk
Prawie każda firma może liczyć na tani kredyt
Agnieszka Wolska, wiceprezeska BNP Paribas BP, spodziewa się wzrostu popytu na finansowanie.

Marcel Zatoński
GLS obiera kurs na automaty
Numer trzy na polskim rynku kurierskim szybko rośnie i myśli o własnej sieci automatów.

Magdalena Głowacka
Smartlink Partners szykują drugi fundusz
Zarządzający Smartlink Partners wraz z partnerami przygotowują się do uruchomienia kolejnego wehikułu.

Dawid Tokarz
Co mówi Grzegorz Ś., a co robią sądy
Menedżer znany z pracy dla Aleksandra Gudzowatego przekonuje, że oskarżono go na podstawie fałszywych dowodów.

'Colin McRae Rally' game, evenings spent with his sons, taking virtual bends on their keyboards. On the one hand, it was just fun, but on the other, it was so much more.

'I discovered then how the rally world – even virtual – let my head rest,' recalls the CEO.

Korelacja:
W pracy tak jak w rajdzie nie wystarczy sam plan. Trzeba wiedzieć, gdzie i kiedy przyspieszyć – uważa Jacek Pryczek. FOT. MAREK WIŚNIEWSKI

Back then, Goodyear collaborated with Janusz Kulig, 'one of the best Polish rally drivers ever'.

'Janusz repaired his cars, sold tyres – he was our customer. I met him during the so-called co-ride- an event for business partners which he took us to in his rally car. It was somewhere between Bochnia and Łapanów. I got into his car and had a short ride, which left me with my knees weak and a decision to be closer to rallies. The virus attacked me with full force. I fell ill with 'ssosis,' says Jacek Pryczek.

Father. Son. Team.

He recalls a Subaru Impreza, which was the first car he bought for sports riding. This made Subaru more than just a car to him – it was a gate to a different world in which deadlines are replaced with adrenaline, and KPIs with SSs.

Nagroda:
Puchary to tylko dodatek. Największą nagrodą są chwile, w których wspólnie z synem możemy oddawać się naszej pasji – mówi Jacek Pryczek. FOT. materiały prasowe

Once he covered his first kilometres at amateur rallies, he decided to do it together with his son Michał, but the dilemma was who would sit behind the wheel.

'I was the role model at home, a boss at work. But when rallying, I had to leave my ego in the garage,' he jokes. Michał was the driver, Jacek was the pilot. They became a team. The father as a mentor, manager, and pilot. The son behind the wheel. Together, they won their first Polish Championships and then went on to win more. They also competed in the European Championships.

'Rally is a team sport. Just like business, it is all about the result which can be achieved if you choose the right people and assign roles properly,' stresses Jacek Pryczek.

He sees numerous similarities between rallies and management: trust, delegation of competencies, and overcoming limitations. Rallies are more than a hobby. It is the school of leadership. Competing tests the strategy, confidence, and resilience, just like managing a region in an international corporation.

'After a rally, I return to the world of margins, plans, and KPIs with a clear head. Several days of a rally resemble the process of disk formatting. After an intense week at the corporation, there is no better therapy than an SS in my Subaru,' stresses the Goodyear Polska CEO.

Równowaga:
W biznesie tak jak na oesie ważna jest nie tylko prędkość, ale też stabilność i kontrola – przekonuje Jacek Pryczek FOT. MAREK WIÑöNIEWSKI

The Subaru spirit

Why Subaru?

'For many rally fans, it is a make that perfectly represents the spirit of this discipline. The sound of the flat four engine is inimitable,' admits Jacek Pryczek.

Nowadays, Subaru has virtually disappeared from European routes, except for the Pryczek team. It is the last official Subaru team in our part of the world. Stylish, with respect for history, and with great results.

Their old Subaru, called Granny, can overtake modern R5 class vehicles.

‘Fans rubbed their eyes in amazement. Our over 20-year-old Granny made it faster than many new vehicles. This car has a heart, and we know how to take advantage of it,’ he adds with a smile.

Team:
W domu mentor, w pracy lider, w rajdówce pilot. FOT. materiały prasowe

Does the family put up with the father’s and son’s passion?

‘I must admit that it is quite a challenge for them. My second son, daughter, and wife support us wholeheartedly, but it is not easy for them to accept the fact that I devote my whole leave to rallies. But they never show that they have enough,’ says Jacek Pryczek.

What about the costs?

‘Gentlemen do not talk about money, but these sums are anything but small. Sometimes I joke that it is like throwing money into a stove; it gets hot, but there is nothing left. We finance it all on our own, without large sponsors, with great support from our family. My wife has never told us to stop it because it is dangerous, even though she worries quietly the way every other mom and wife would,’ the rally driver admits.

The ‘Pryczek brother’ class

Plans? Granny is definitely coming back to special stages. Possibly the Barbórka or Rzeszów Rally, which is close to Jacek’s heart not only due to victories but also because this is where he was brought up.

Na topie:
Stare Subaru pokazuje, że doświadczenie i serce wygrywają z nowoczesnością. „Bracia” Pryczek niejednokrotnie pokonywali w rajdowej walce kierowców w znacznie nowocześniejszych autach. FOT. Greg Roslon

Michał continues to ride, but nowadays also as an instructor and mentor for other contenders. In 2024, Jacek sat in the driver’s seat of a Subaru Impreza N14, which was the so-called zero car (a vehicle opening the rally) in the world championship held in the Masurian Lake District. In December, he came back to the pilot’s seat to compete in the prestigious Karowa Street stage of the Warsaw Barbórka Rally. But today it is no longer about the results. It is all about joy, memories… and satisfying the addiction.

Favourite memory?

‘During the World Championships in Germany, when our Granny was a zero-car, Luis Moya, the legendary Carlos Sainz’s pilot, approached us, got into our vehicle, and said that it felt like sitting with Sainz again.’ Red Bull TV made a feature on it. A beautiful story of a father, a son, a good old Subaru, and an outstanding name,’ recalls the CEO.

Where does the Pryczek brother expression come from? This is how the media named them after one of the rally victories.

‘A journalist covering the Barbórka Rally probably made a mistake and referred to us as ‘the Pryczek brothers’ instead of a father and a son. And it has just stayed this way. It is our rally nickname,’ jokes the chief executive.

Przypadek:
Ojciec i syn zostali omyłkowo nazwani przez dziennikarza braćmi, odtąd to ich rajdowa ksywka. FOT. Greg Roslon

For a couple of seasons, they triumphed in the historic edition of the Polish Cup (HRSMP), and then in the HR2 class of the Polish Rally Championships.

‘This is our place. We love the 1990s and the early 2000s rallies. The style, the vehicles, the atmosphere. We felt at home at HRSMP,’ stresses Jacek Pryczek.

Modern times?

‘Obviously, but today it is all calculated. The driving style is getting unified. In the past, you could tell a driver by how they took a bend. Colin McRae, Gigi Galli, and Marcus Grönholm each had their individual driving style. Each curve was like a signature. Today’s driving is fast, but standardised. It is almost like racing. There is little room left for individualism these days. We miss that world,’ the rally driver admits.

Intertwining worlds

For Goodyear, motorsport is more than a passion; it is a testing ground. It is like Mars to NASA - extreme conditions that forgive no mistakes. And if something works there, it will work everywhere. It is also like an espresso for Italians - indispensable, intense, and confirming their identity every single day.

Goodyear has won F1 three hundred sixty-eight times, has triumphed in Le Mans a couple of times, and has a long history of collaboration with NASCAR. And it is back in the game: it has been the exclusive tire supplier for FIA World Endurance Championship (WEC) and European Le Mans Series (ELMS) since 2024. It also sponsors the Goodyear FIA European Truck Racing Championship. In 2025, it was named the title sponsor for ELMS 4 Hours of Silverstone.

Kariera:
Załoga Jacek i Michał Pryczkowie rajdową przygodę zaczynali od gry Colin McRae. Dziś mają na koncie tytuły mistrzów Polski i liczne starty w Europie. FOT. materiały prasowe

‘As a person working at Goodyear for over 30 years, I am happy to see that the company has decided to engage in motorsports again, as this means that our “from race to road” claim is not just an empty phrase,’ says Jacek Pryczek.

The CEO’s personal passion can serve as an inspiration to the entire company.

‘Rallies are about so much more than speed and competition. It is a moment when the world outside ceases to exist. All that matters is the road, the vehicle, and the team. Adrenaline gets mixed up with precision and intuition. Every single turn tests not only your skills but also your character,’ says the CEO.

He adds that even though Excel is his daily tool, rallies remind him that some things in life just cannot be planned.

‘Sometimes you must take the risk, speed up, trust your intuition and team. Without it, even the best business will never taste the way it should,’ concludes Jacek Pryczek.

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