



Created by José Manuel Ponce (Hotrod Ponce)

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**This Race Coach concept is registered with Writers Guild of American. Race Coach © 2012 Worldwide.**

## The Race Coach by Hotrod Ponce

**Introduction of Hotrod Ponce:** Born José Manuel Ponce in Morelia, Michoacán, Mexico who studied in the USA, after receiving his degree in International Business he decided to leave the corporate business world and find his true identity and returned to Mexico in 1997. He innovated the first used laptop and bilingual 4x4 online stores and was introduced into organizing US sanctioned events in 2005 that later led him to begin racing world-class events in the USA, Mexico, Germany, Venezuela, and Norway from 2006-2010. In 2011, Ponce was contacted by Discovery Channel UK for being the first Latin (Minority) to race and finish multi-motor sports to appear in a show called One Car Too Car. Ponce made the final cut but Discovery decided to change the show's concept. They later casted Ponce for another presenter job in the project "Brains vs. Brawns" where he signed a draft contract but sadly the show was de-commissioned. Ponce did not give up and kept in contact with Rob Holloway of Discovery Channel UK while he continued to race and film his indie movie The Ultimate Rally with a budget of \$10,000 USD performing all the stunts using his own vehicles and no actors. The creation took 3 years to film in uncontrolled environments in Norway, Texas border, Mexico. The movie was released on VIMEO and Amazon Prime in March 2018 receiving international mixed reviews and has won Best First Time Director award in Los Angeles and nominated for Best B Movie, Best First Time Director and Best Documentary in the UK within the first months. **Ponce alias the Minority Indie Racer now returns with his registered Race Coach concept based on his real-life racing adventures, which involves true underdog Racers helping each other out to prove they can survive and win in various different motor sports around the world by using more brains than money to outshine the millionaire teams.**



[https://en.wikipedia.org/wiki/José\\_Manuel\\_Ponce](https://en.wikipedia.org/wiki/José_Manuel_Ponce)

IMDB profile: <http://www.imdb.me/hotrodponce>

**Why Hotrod Ponce?** - Unlike some shows where the presenter made an attempt to finish an extreme race such as the King of the Hammers and failed. For example, this episode: [https://www.motortrendondemand.com/detail/king-of-the-hammers/0\\_obx39rrc/](https://www.motortrendondemand.com/detail/king-of-the-hammers/0_obx39rrc/) Hotrod Ponce, **the Race Coach**, proved it was possible by being the first Mexican American (Minority Racer) to race and finish the KOH back this back in 2011. He started and finished in 37<sup>th</sup> spot out of 100 racers. Only 47 teams finished. Ponce did not pre-run and had no previous seat time in the race vehicle. **He managed to coach himself and his team in order to beat many top sponsored teams with years of experience**, some of them were locals to the racecourse. <https://ultra4racing.com/featured/2011-griffin-king-of-the-hammers-official-finishing-order>



Another example that can set Hotrod Ponce, **the Race Coach**, apart is that he can drive pretty much anything without any special training. For example, this presenter is trying to race different motorsports in this case with the help of a famous rally driver who is an expert in that single motor sport. <https://www.motortrendondemand.com/show/idris-elbano-limits/86727992/> Ponce never got any special training and managed to race and place at the FIA WRC Mexico 2008 & 2010 where he was even named rookie driver in his class in 2008. He just basically went out there **coached himself and his team, raced, learned while racing and finished**. In the 2010 race, he actually drove the race car from Texas to the event in Central Mexico to get seat time. Ponce proved you don't need a crew 25 or more with team managers to make things happen. <https://www.ewrc-results.com/profile.php?profile=3118>



Hotrod Ponce's concept of the **Race Coach show** will sell because he has already lived thru the shattered dreams and comprehends well that every racer wants to know the secrets of how to get sponsors or money to go figure out a way to race any type of motorsports that exists. He is also the only known racer that has successfully survived and finished various world-class events, hence why he is known as the Minority Racer/Indie Racer in the racing world. Plus the fact that Ponce is an educated bilingual Mexican American, means that there is a huge market among the Hispanics, who are the largest minority and the fastest growing in the USA, as well as many other Minorities who follow various motorsports all over the world. Ponce is also a family man and father to his first son who he named Hotrod Evan Ponce. **All this makes Ponce an excellent Race Coach for any underdog who is searching for the secret essence of how to race. This show is an exponential return on any investment for years! Get ready to watch The Race Coach who will capture the true essence of racing!**

Ponce, the Race Coach, with his family in Tulum, Quintana Roo Mexico Sept 2017



Ponce, the Race Coach, with his family in Bled, Slovenia – Summer 2018



These are the titles that have been brainstormed for the show, feel free to comment:

**“THE ULTIMATE RACE COACH” or “RACE COACH”**

**Brief Synopsis:** Each episode (which is more reality-based)...takes a look at their progress and obstacles as well as accomplishments (both on and off-track), given the very little that underdog women have to work within the racing world. The **Race Coach** helps the women get closer to their goals with each episode to help them make the cut during the pre-final episode for **the climactic final episode where they achieve their dream of racing the DAKAR Race!** The more personal it gets - the better creating a common theme that gives this very unique series in that season an "Arc". Making something from nothing is what the Race Coach will struggle to teach the female racers in order to find their true self-identity by using his past innovative racing strategies. Out of the box thinking not following any rules, but always trusting the Race Coach.

If you look at it from this perspective, then you satisfy the curiosity and engagement (viewership) component that all video content companies seek - which is each episode, connecting in a unique way with audiences that make them want to "BINGE" / "WATCH" the **RACE COACH** episodes with dedication.



Episode One: Race Coach scouts a female team

Logline: An educated international business man who managed to race various multi motorsports without any special training, extremely low budgets, and often times with no vehicle decides to get back into the racing world but this time as a COACH to share his racing secrets to help women underdog teams all over the world. Watch how the Race Coach scouts a female team to help them chase their dreams by believing in them and their capabilities, using guerrilla tactics to obtain their

ultimate dream of becoming the Ultimate Off-Road Female Rally Racers. But are they able to make the DAKAR RACE and get their chance?

Details: The Race Coach gets back in the racing scene and realizes that women have a gift and passion for racing but they need a plan. In this first episode, the Race Coach helps two women figure out which type of racing they can get into quickly to make some noise in order to get sponsors and most importantly have some fun and prove that woman can race anything. In this first episode, Ponce coaches the women to race in different terrains thru the Mayan Jungle and remote beaches, rock crawling, drag racing, underground tunnels, and some tarmac rally along the Mexico Belize border where he lives. While at the same time he gets on the phone trying to get sponsors and searching for the help of other underdog racers to build a crew. He finally gets some help and finds the first event to go race to build up experience for the two women to race their goal of the DAKAR. The girls try NASCAR driving. It's showtime!

Event Date: Feb 2020      Location: Guanajuato, Monterrey and Chetumal, Quintana Roo Mexico

Examples of locations <https://www.youtube.com/watch?v=HU-P3lsnscA>    <https://vimeo.com/297832946/dd89995dcf>

Bonus featuring The Race Coach getting the female team some World Champion tarmac driving experience at the longest NASCAR race track in Talladega

<https://www.nascarracingexperience.com/talladega-superspeedway/>



## Episode Two: Rally in the Ozarks

Logline: The Race Coach and the underdog female crew get invited to go race the gnarly 100 acre wood rally course in the Ozarks. **The INDIE RACER takes on RALLY RACING in the USA.**

*Details: After being the first Mexican American to finish two WRC Mexico without any prior rally racing experience in 2008 & 2010. The Race Coach decides to put the girls in a brutal rally race to get them some quick rally racing training. They run into all kinds of problems but never give up in order to survive the event using the same strategic plan that worked well for the Race Coach at the WRC Mexico 2008 and 2010! The girls get some rally driving experience in the USA and share their secrets about rally driving with the audience.*

Event Date: March 2020

Location: Salem, MO, USA

<http://rally-america.com/events/2018/100AW>

<https://www.youtube.com/watch?v=0HIkXrGu1qc>



### Episode Three – The Baja 250

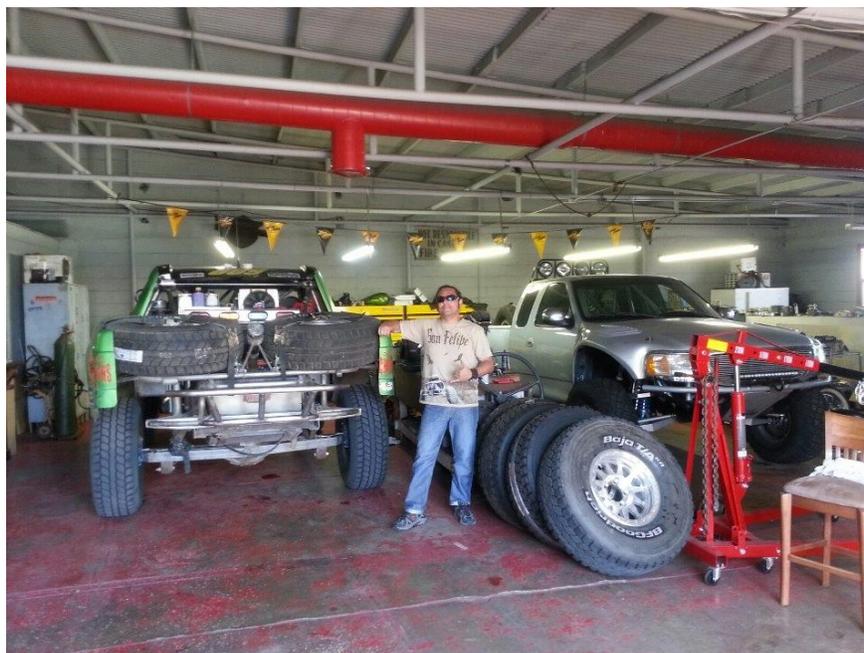
Logline: The Race Coach enters the underdog female racing team in the Baja 250. **The girls master some OFF-ROAD RACING with the help of the Race Coach.**

*Details: Ponce contacts the organizer of the Baja 250 in order to get the girls to race and also race some money for a philanthropy. The girls get some desert off road driving experience in Mexico and share their secrets about desert driving with the audience.*

Event Date: April 2020

Location: San Felipe, Baja California, Mexico

<http://score-international.com/raceinfo/2019-schedule/>



## Episode Four - Rock Racing Texas Style

Logline: The Race Coach helps the underdog female team modify their rig and get some sponsors to race a Rock Racing event in Texas. **The girls take on the motor sport of ROCK RACING.**

*Details: Ponce, the Race Coach, calls a Mexican American underdog racing team who needs help and Ponce shows up with the magical plan to put the girls to race. Problems arise but they hang in there to try and win. **The girls get some Rock Racing experience in the USA and share their secrets about this type of racing with the audience.***

Event Date: April 2019

Location: Mason, Texas USA

<http://www.dirtriot.com/27895-2/>



## Episode Five: King of the Hammers UK

Logline: The Race Coach and the girls go race an Ultra 4 race in Britain to raise money for another charity. **First all women team to survive the toughest off-road racing in Europe.**

*Details: After being the first Mexican American to finish the King of the Hammers in 2011. Ponce, the Race Coach, decides to enter the girls in a popular Ultra 4 race in the UK to help in return to raise money for a special kid's charity. They run into all kinds of problems but never give up in order to survive and try and win at this event! **The girls get some Ultra 4 Racing experience overseas and share their secrets about this type of international racing. Ponce uses his UK contacts to help the girls.***

<https://www.ultra4europe.com/race/5>

Event Date: July 2020

Location: UK



Hotrod Ponce, the Indie Racer, first Mexican American to race and finish the King of the Hammers 2011. No pre-running and first time driving this Ultra 4 race vehicle. Earned a free spot for life with the organizers.

Episode Six: Hill climb racing in Slovenia (racing abroad)

Logline: The Race Coach locates a rare vehicle in Portugal and the girls drive it across Europe to get some drive time and attempt to be the first female team from North America to race and try and win the most famous Hill Climb race in Slovenia.

*Details: The Race Coach in search for more driving experience and FIA homologated world class events for the girls, gets the word about an infamous extreme hill climb race that no North American has ever dared try, so he makes a plan to get the girls to race it. Ponce locates an FIA homologated rally race car in Portugal and has to drive with the girls across Europe in less than 48 hours to get used to the race car and then prep it in less than 24 hours, but the real challenge is looking for sponsors in a country of only 2 million. Wait and see what **outlandish race plan** the Race Coach comes up with! The girls get some Hill Climb Tarmac Racing experience in Europe and share their secrets about this type of racing.*

Event Date: August, 2019      Location: Slovenia

[www.ghdlucine.si](http://www.ghdlucine.si)

<https://www.youtube.com/watch?v=i5L94uvKDq0>

**BONUS OPTION OF PASSING THRU THE NURBURGRING RACE TRACK TO TEST RACE CAR AND TALK ABOUT THIS FAMOUS COURSE** <http://www.nuerburgring.de/en/events-tickets/info/events-dates.html>



## Episode Seven - 24 Hour Off-road Poland

Logline: The Race Coach teams up with an underdog German racing team to put the girls to race a 24-hour off-road race in Poland. Ponce helps the Germans and the girls get international sponsors.

*Details: Ponce contacts an underdog female and male team from Germany who need new ideas to get sponsors and finish a 24-hour off-road race in nearby Poland. **The Race Coach and the girls get some off-road racing experience in Europe and shares their secrets about this type of racing.***

Event Date: August 2019

Location: Germany or Poland

[https://www.gorm-open.de/gorm2011/cms/front\\_content.php?idart=62](https://www.gorm-open.de/gorm2011/cms/front_content.php?idart=62)

Video footage of Hotrod Ponce, the Indie Racer, becoming the first and only Mexican American to race and place 5<sup>th</sup> at the 24 hour endurance race at the GORM event in Germany in 2012.

<https://www.youtube.com/watch?v=pZYohEOrHDg>

[https://www.youtube.com/watch?v=8kZGb\\_N5LhU&t=52s](https://www.youtube.com/watch?v=8kZGb_N5LhU&t=52s)



facebook

Episode Eight - Formula Off-Road with Vikings (The Co-Op Team)

Logline: The Race Coach and the girls travel to southern Norway to help an underdog Viking team wanting to race Formula Off-road and they go to the rescue and get a chance to take on infamous vertical slopes to gain some priceless knowledge and racing skills.

*Details: The Race Coach contacts an underdog team from Norway wanting to race the super gravity-defying motor-sport of Formula Off-Road in Skien, Norway. Ponce recalls being there in 2007 and makes a plan to help the team out and get the girls to drive some insane vertical climbs.. Having lived in Norway for almost 4 years, Ponce uses his business abilities to get the team some sponsors and also helps out in making some changes to the suspension and horsepower to the race rig. First-time American women drive a Formula Off-Road in Norway. **The girls get some extreme vertical climb racing experience in Scandinavia & share their secrets about this amazing type of racing as well as some hands-on mechanics.***

<http://www.4x4offroads.com/offroad-skien-2-2007.html>

Event Date: September 2019

Location: Skien, Norway

<https://www.youtube.com/watch?v=bPrytkT1Q6g>

**Ponce, the Race Coach, learning about the Formula Off-Road motor sport in Norway 2007.**



## Episode Nine – Girls take on the Baja Poland

Logline: The Race Coach gets an invite and a free spot in the Baja Poland to get the girls to be the first American women to race in the FIA Baja Poland event.

*Details: Ponce gets an invite to the FIA homologated Baja Poland race and has less than a month to figure out how to get a rig to race and finish. He ends up contacting another underdog racing team from Germany and they make a deal to race together and try and win. **The girls get more off-road/rally type racing experience in Europe and share their secrets about their adventure that helps them get closer to the goal of the Dakar race!** The race coach also shows how editing your own videos is best and explains why to the girls.*

Event Date: September 2019

Location: Poland

<https://www.bajapoland.eu/en>



The Race Coach racing in Germany without any pre running or special training. Placed 5<sup>th</sup> that year.



The Race Coach fixing his rally car at WRC Mexico 2010 with very limited tools. Placed 2<sup>nd</sup> that year

## Episode Ten - Texas Mile in a sleeper

Logline: The Race Coach and the girls take on the Texas Mile in a sleeper they modified and drove in from Mexico to go win a bet to make some fast cash.

*Details: The Race Coach and the girls are low on funds after racing in Europe, so the Race Coach decides to take on the Texas Mile in a sleeper vehicle that they modify and drive from Mexico into the USA. The girls get some street drag racing experience in the USA and share their secrets about this type of racing and how to make some fast racing cash!*

Event Date: October 2019

Location: Victoria, Texas USA

<http://texasmile.net/texas-mile/>



The Race Coach learning FIA homologation regulations & prepping his own race car for WRC Mexico 2008.



Episode Eleven: Shattered Dreams – (From Grace to Disgrace)

Logline: The Race Coach and the girls manage to get a spot in the Dakar race. But he gets ill and now the girls face a decision about going on by themselves to race the DAKAR. Was it all worth it?

*Details: Hotrod Ponce gets some headaches caused by all his past extreme racing and goes for a medical checkup and gets some bad news. In 2012, he got diagnosed with a slight case of CTE (Chronic Traumatic Encephalopathy) and his demons have returned. The Race Coach now has to make a decision whether to continue to coach the girls to race the DAKAR which is their dream.*

Event Date: December 2019

Location: Mexico or Texas, USA



## Episode Twelve: The girls take on the Dakar

Logline: The girls are now ready and have grasped many racing techniques from racing multiple motor-sports in different terrains in several continents that they learned from the Race Coach. It is time to race his ultimate dream of the infamous DAKAR than many racers dream of. It's showtime!

*Details: The Race Coach has executed his unique strategic plan that has paid off by teaching the girls some key driving and racing knowledge that will help them try to win the brutal 10 day Dakar race. Watch as the girls and the Race Coach conquer the Dakar in Peru with pure essence.*

Event Date: January 2020

Location: Peru (deadline to register for the race is Oct 2019)

<https://www.dakar.com/en/the-competitors/calendar>

Hotrod Ponce, the Race Coach, first Mexican American to race off-road in Venezuela in 2009.



Episode Thirteen: The Race Coach and the girls get an invite to the Green Hell

Logline: After proving themselves to the world the girls and the Race Coach get an invite to race at a world-class race at the Nurburgring alias the Green Hell.

*Details: The Race Coach and the girls proved themselves to the world by racing various different motor sports and racing their dream of the Dakar. Now they get a chance to race another dream. But can they do it again?*

Event Date: May 2020

Location: Nurburgring, Germany

<http://www.nuerburgring.de/en/events-tickets/info/events-dates.html>

<https://evn-ringrentals.com/our-cars>



Here are some videos edited by Ponce that prove that all this is possible and has been done by Hotrod Ponce, **The Race Coach**. **Sometimes you have to put it all on the line to make things happen. And no matter what happens you always make it look great! Ponce remains the only Minority to race multiple motorsports with success.** Click here to see some of those accomplishments: <https://vimeo.com/322136712>  
Various racing adventures that put the Ponce on the map <https://vimeo.com/282181479>

How to race FIA WRC Rally with no experience - <https://vimeo.com/282179336>

First Hispanic to race and finish The King of the Hammers race <https://vimeo.com/282178197>

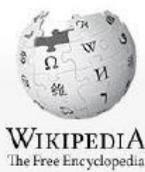
## José Manuel Ponce

From Wikipedia, the free encyclopedia  
(Redirected from José Manuel Ponce (racer))

**José Manuel Ponce (racer)** (born in Morelia, Michoacán, Mexico) is a Mexican-American underdog race car driver who participates in extreme rock crawling, desert rock racing, and rally racing. He is part Purhépecha Indian (Tarascan Indian). Ponce currently owns and is main driver for World Rally Team based out of Arendal, Norway.

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- 5 External links



<http://offroadpress.com/2011/12/spotlight-on-jose-bongo-ponce/>



## Spotlight on Jose “Bongo” Ponce

Filed in In The Spotlight on December 16, 2011 with no comments

Living in a country famous for doing a lot with a little, and getting the job done by what ever means necessary Ponce promptly hot wired his full size Bronco, walked the camp looking for a new co driver, and prepared for his chance to qualify. Knowing his full size Bronco may not be up to the task, Ponce had a plan, add additional length to the winch rope, and pray. Finding himself unable to beat the waterfall on back door, Ponce did not give up hope and has returned every year since if not in person, at least in spirit. Ponce represents a small contingency of KOH racers who have to battle a larger distance to make it to Johnson Valley than most, lost vehicles in shipping, less than advertised vehicles purchased, or simply an enormous costs to travel to a foreign country to chase a dream of racing. Yet International drivers remain an important part of the King of the Hammers with a continued spirit that finds flags from a number of nations flying at the starting line.



Minority Racer NEWS & Updates 2000-Present

<http://www.minorityracer.com/id13.html>



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Managing Agent: Al Estrada ° Cell: +1-956-220-9141

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