

Spotlight on PBR Star JOSE VITOR LEME: His Desire to Attain, Results in Great Gain



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Professional rodeo cowboy Jose Vitor Leme has achieved many accolades, including earning the World Champion title in both 2020 and 2021 for Professional Bull Riding (PBR). He has garnered many other PBR awards, and broke records in the sport. And his success in the PBR arena has yielded him lucrative earnings. But he's still not satisfied. While happy and grateful for his accomplishments, even when he's reached the pinnacle of attainment, Jose doesn't revel in his success, but rather is relentless about what is next to accomplish and how he can be that much better. "I'm not done yet. I'm still riding, and every year, I try to be better than I was. I think I can be better every day," said Jose in an article from November 17, 2020 on The Wrangler Network. Jose is and has been relentless in his pursuit of excellence. Jose's relentless desire to attain has resulted in great gain, something taking place even since his days of youth.

Jose Vitor Leme was born to Antonio and Silvia in Ribas do Rio Pardo, Mato Grosso do Sul, on August 15, 1996. Antonio had a ranch and raised livestock, rode bulls, and even competed at local bull ridings in Brazil. So, for Jose, the apple doesn't fall too far from the tree. As early as age 7, Jose began riding calves. Following his parents' divorce when Jose was 13, the family sold their herd and Jose went to live with Silvia. Soon thereafter, Jose began playing soccer, something he'd enjoy for 11 years, and he even became a semi-professional player. And during this time, he also learned karate. In spite of it all, Jose was still relentless about being a bull rider and going far in the sport. The challenge was that in Brazil, as it often takes an invitation to compete at an event or elite level, Jose's options were limited because he wasn't yet fully immersed in the bull riding culture.

In an article from November 17, 2020 on the Wrangler Network, Jose reiterates this truth. "As a kid growing up in Brazil, it's different. You've got to be invited to be able to go somewhere. I was just a kid starting," said Jose. At aged 18, Jose found a bull riding opportunity in Rochedo, a place near where his mother Silvia resided, who lived at Campo Grande, and the event was 6 miles from his home. The challenge was that Jose didn't have transportation to and from the event. But Jose's relentless desire to attain success has resulted in great gain. Jose depended on himself for transportation, undoubtedly developing strong legs from his early days of riding calves, playing soccer, and learning karate. He sometimes walked or took the bus, but mainly he biked it. "I had to ride my bike. I didn't have anybody to take me," said Jose in an article from November 17, 2020 on the Wrangler Network.

Jose did gain greatly, as this was the beginning of his successful bull riding career. Antonio was quick to buy Jose a bull rope, boots, and spurs, and he helped fund other bull riding costs for Jose. Jose also did his part to help himself.

An article from November 17, 2020 on the Wrangler Network, Jose told how he struggled to get equipment. "At times I didn't have money to buy the equipment for me. We have some kind of bags in Brazil. I cut off the hangers of them to make spur straps, or I would just get some old tape to get my boots wrapped up and tied on. It was really hard. But it paid off, and my dad helped me a bunch, and I owe all that to him," said Jose. It was a tough road to get deep into the bull riding circuit, but Jose's relentless desire to attain it has resulted in great gain.

During Jose's debut 2017 season, he competed on the PBR Brazil tour. He won three events this season, including the PBR Brazil National Finals at the well-known Barretos Rodeo in Barretos, São Paulo. Jose was named the PBR Brazil Champion, and he was the PBR Brazil Rookie of the Year. This earned him a spot on the PBR Velocity Tour Finals in the United States.

He earned a spot in the PBR World Finals at T-Mobile Arena in Las Vegas, Nevada where, through a five day event, Jose rode 6 bulls in a row and won the World Finals event title, and the PBR Rookie of the Year title. Considering Jose did not compete in any regular season events in the United States, this was a huge accomplishment for him. Jose's relentless desire to attain has resulted in great gain.

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AUSTIN GAMBLERS

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CURRENT RIDER

Jose Vitor Leme

8.00



During the 2018 season, Jose competed on the PBR tour from November 2017 through November 2018. On November 9 -10, 2017, Jose competed at the PBR's inaugural Global Cup in Edmonton, Alberta, Canada as a member of Team Brazil. He competed at the Velocity Tour event in Kearney, Nebraska, on December 16, 2017, and made a qualified ride. On June 8- 9, 2018, Jose again competed at the PBR Global Cup as a member of Team Brazil in Sydney, New South Wales, Australia, and he placed 10th. On October 27, 2018 Jose competed at the Velocity Tour event in Colorado Springs, Colorado, and on October 31, 2018 - November 1, 2018, Jose competed in the Velocity Tour Finals and placed 8th. On November 7-11, 2018, he competed in the PBR World Finals, went 4 for 6, and placed 2nd. Jose's relentless desire to attain has resulted in great gain. Even though Jose gained a 2nd place victory in the World Finals, he was crushed that he didn't place first, considering the blood, sweat, and tears he put into pursuing the win. Various emotions set in as a tear trickled down his face, and silent frustration set in. His close supporters came to the rescue, consoling him, assuring him that his time was eventually coming.

During the 2019 season, Jose competed on the PBR tour from November 2018 through November 2019. Jose participated in the Velocity Tour, in Corpus, Christi, Texas. On the Unleash the Beast Series (UTB) in New York City, he won his first event of the 15/15 Bucking Battle. In March 2019, Jose won the UTB event in Duluth, Georgia. And he won the UTB event in Sioux Falls, South Dakota, which moved him to first place in the PBR world standings. Jose competed in the Velocity Tour Finals, and went 2 for 3 to win at the event average and win the year-end tour championship. On November 6- 10, 2019, Jose again competed at the PBR World Finals at the T-Mobile Arena in Las Vegas, Nevada, where he again finished 2nd in the final world standings. Jose's relentless desire to attain has resulted in great gain. But as Jose again gained a 2nd place victory finish in the World Finals, he was crushed that for a second consecutive year and an unbelievably excellent season, he didn't take home the gold buckle.

As his emotions again set in and he was consoled, he was continuously told by close supporters that his time was eventually coming, and was encouraged to not get discouraged, but rather, to keep working, recognize his worth, and continue progressing. So, being down about the loss, but not out, Jose walked away from the arena encouraged to follow his supporters' advice. "That was probably the moment I walked away from the arena, knowing I lost, and I knew this year I was going to work so hard to make that (not placing first) not happen again. It's hard for anybody to work so hard through the year, and leading most of the year, being No. 1, and then come to that point and finish in second. That's so tough, and so hard. All my friends helped me go through that and keep my head up," said Jose in an article from November 17, 2020 on The Wrangler Network.

For the 2020 season, Jose competed on the PBR's UTB series the entire year, from January 2020 through November 2020. On September 10-12, 2020, at the UTB event in Billings, Montana, Jose rode all 5 out of his 5 bulls over the weekend. He won the 15/15 Bucking Battle by riding World Champion Bull Smooth Operator for 94.25 points, his eighth 90-point score of the season and the highest marked ride of the regular season. He had 7 Premier Series wins this season. In November, at the PBR World Finals at AT&T Stadium in Arlington, Texas, Jose clinched the World Championship. Jose cried tears of joy, reminisced about when others said his time was coming, and was on cloud nine. "My crying today is different. That was crying of joy. As hard as I worked, one day I would get it. I knew sooner or later I was going to get it," said Jose in an article from November 17, 2020 on The Wrangler Network. Jose's relentless desire to attain has resulted in great gain.

Jose competed in the 2021 season from January 2021 through November 2021. In the summer of 2021, Jose set a new record for highest scored ride in PBR history in Tulsa, Oklahoma when he rode and scored 97.75 points. He also again competed in the Velocity Tour finals. And history repeated itself when the relentless Jose again won the PBR World Championship, making him a two-time PBR World Champ, as he revealed in the December 2020 issue of Bridle and Bit Horse Magazine. "I have always said I wanted to be a World Champion, and if I got that accomplished, I know I want to be a two-time World Champion," said Jose. Jose's relentless desire to attain has resulted in great gain.



During the 2022 season, the PBR changed the format of all their U.S. tours, as the Premier Series ran from the winter into the spring, and the PBR World Finals took place in May at Dickies Arena in Fort Worth, Texas. During the PBR World Finals, Jose successfully rode 4 of his bulls; however, in round 6, after sustaining injuries from being bucked off and his chest being stamped on, he was unable to finish the event. When the World Finals concluded, Jose finished 5th overall, and he finished 5th in the final 2022 PBR world standings. Jose's relentless desire to attain has resulted in great gain.

Right after the 2022 PBR World Finals, the inaugural PBR Team Series season draft was held at Texas Live! in Arlington, Texas, and Jose was selected as the No. 1 draft pick to ride for the Austin Gamblers. On both Friday, August 12, - Saturday, August 13, 2022, the Austin Gamblers went undefeated 2-0 inside the Honda Center to win the PBR Team Series competition in Anaheim, California. On Friday night, the Gamblers defeated the Nashville Stampede by one ride score, 175.25-86.75, and Saturday, they edged the Kansas City Outlaws, 171.50 – 171.25. On both nights, Jose contributed critical qualified rides and led the league's MVP race.

Jose is grateful for team camaraderie, appreciative fans, and his God-given abilities that contribute to his success. "I thank God for all the skills he gives me to do what I do. I am happy to help my team on this big win. The fans bring the energy to me and make me feel so good in this arena," said Jose in an article from August 13, 2022 on The Wrangler Network. Jose's relentless desire to attain has resulted in great gain.

In thinking about Jose, if people focus on nothing else, it's likely he'd want people to recognize his relentless drive toward continuous improvement and accomplishments. "I have that drive. I always want to do better and do the impossible because I know I can do it," said Jose in the December 2020 issue of Bridle and Bit Horse Magazine.

Jose can accomplish much, as his inner character and drive are in the right place, and his outers are fully functional, namely his strong legs, hands, and arms. In addition to bull riding, it's a great thing that athletic Jose trained in both karate and soccer.

So now, rather than wait for an invitation to attend an event or elite game, Jose can now invite people to see him perform, as he's in demand to be in the game. And uh...oh yeah, no matter how far the event is located, he now has his own ride.











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