



# JOE BACAL

## PROFILE

IF IT IS ON 4 WHEELS OR 2, MY LIFE HAS BEEN IMMERSSED AROUND CARS, TRUCKS AND MOTORCYCLES. I HAVE BEEN FORTUNATE TO HAVE BEEN ABLE TO MAKE A LIVING BEHIND THE WHEEL FOR OVER 20 YEARS IN THE AUTOMOTIVE INDUSTRY. I STARTED MY CAREER ON THE CORPORATE SIDE WORKING FOR TOYOTA NORTH AMERICA FOR OVER A DECADE AT THE TOYOTA ARIZONA PROVING GROUND. I SUPPORTED AND WORKED CLOSELY WITH MARKETING, PRODUCT PLANNING AND TOYOTA JAPAN DURING MY TENURE. I TRANSITIONED INTO PRINCIPAL BUSINESS OWNER FOR THE LAST 14 YEARS WITH JTGREY UNLIMITED LLC. I HAVE RACED PROFESSIONALLY, INVOLVED IN PRODUCT DEVELOPMENT TESTING, PRESS LAUNCH REVEALS, TO STUNT DRIVING IN COMMERCIAL & FILM. I HAVE BEEN INVOLVED IN TRAINING OUR 1ST RESPONDERS AS WELL AS THE (JSOC) MILITARY TEAMS IN EXTREME CONDITIONS.

## WORK EXPERIENCE

- STRONG EVALUATION & TECHNICAL BACKGROUND
- INSTRUCTOR
- ACCOUNT SALES | SPONSORSHIPS | COLLABORATIONS
- PRODUCT SME EXPERIENCE / SET-UP / TUNING
- EFFECTIVE TIME MANAGEMENT
- VERSED IN MULTIPLE ACTION SPORTS ARENAS
- CREATIVE IDEAS / MANAGE STAFF
- CONTINUE TO BUILD MY INDUSTRY RELATIONSHIPS
- RIDE & DRIVE LEAD / CREATION / COORDINATOR
- ON & OFF-ROAD DRIVER INSTRUCTOR - CERTIFIED IN JAPAN
- SAG STUNT DRIVER SINCE 2008 | TV, FILM, COMMERCIAL
- VEHICLE PRESS LAUNCHES, AUTO SHOW HERO CAR REVEALS, DEMO RIDES
- SUBJECTIVE TIRE AND SUSPENSION DEVELOPMENT TESTING & COMPARISON DATA

## RACING BACKGROUND

AXALTA PAINT COATINGS | TROPHY TRUCK DOR #86  
DRIVER FOR LA LAKER'S | TROPHY TRUCK SPEC #256  
LEXUS FACTORY DRIVER (2009-2014) STOCK FULL PRODUCTION CLASS

10 FIRST PLACE FINISHES IN SCORE OFF-ROAD RACE EVENTS  
7 BAJA 1000 FINISHES, CONSECUTIVELY  
3X BAJA 1000 CLASS WINS (2010, 2012, 2013).  
2X BAJA 500 CLASS WINS (2009, 2013)  
2X SCORE STOCK-FULL CHAMPION (2010, 2013)  
16 PODIUM FINISHES IN 22 RACES  
TOYOTA MILESTONE AWARD WINNER

## MOTORCYCLE EXPERIENCE

- EXPERIENCED AND PASSIONATE ABOUT THE FOLLOWING:  
ADVENTURE | DUAL SPORT | MOTOCROSS | TOURING | SPORT | CUSTOM BUILDS | FLAT TRACK
- CURRENT ON RECENT TRENDS, DESIGNS, INDUSTRY NEWS
- SHOW WINNING CUSTOM BIKE BUILDER
- RIDER INSTRUCTOR | LEAD GUIDE
- MOTORCYCLE ADVENTURE TOUR LEAD - BAJA | COLORADO
- TOUR TECHNICAL MANAGER - STURGIS RALLY MULTI-CITY
- TUNING AND OVERALL BIKE SET-UP

## EMPLOYMENT HISTORY

### DIRECTOR OF OPERATIONS | PRO DRIVER

#### JTGREY UNLIMITED LLC. | 2007 - PRESENT

- DRIVER INSTRUCTOR FOR (JSOC) TEAMS IN OFF-ROAD EXTREME CONDITIONS
- VEHICLE TESTING, DEVELOPMENT CONSULTANT
- MARKETING STRATEGIES | CONCEPT CREATION
- SALES | RACE TEAM SPONSORSHIP | RACE DRIVER
- DRIVER INSTRUCTOR LEAD | OFF-ROAD | ON-ROAD
- RIDE & DRIVE CORPORATE MEDIA EVENTS - NEW PRODUCT LAUNCHES
- EXPO AND EVENT LEAD OR SUPPORT
- AUTO SHOW VEHICLE LEAD CHOREOGRAPHER PRINCIPAL DRIVER
- RACE TEAM OWNER | AXALTA PAINT COATINGS | LEXUS USA
- SAG STUNT DRIVER | TV, FILM, ADVERTISING

### VEHICLE DEVELOPMENT TEST DRIVER | SENIOR TECHNICIAN

#### TOYOTA TECHNICAL CENTER USA | 1997 - 2007

- SENIOR SUSPENSION AND TIRE DEVELOPMENT TUNER / EVALUATION SPECIALIST
- CHIEF DRIVER INSTRUCTOR OFF-ROAD
- LEAD OFF-ROAD DEVELOPMENT DRIVER / AUDIT PROTOTYPES
- ADVANCED ON-ROAD DRIVER INSTRUCTOR
- SUBJECTIVE AND OBJECTIVE TESTING EXPERIENCE
- CORPORATE PRESENTATIONS
- TRAINING CURRICULUM CREATION
- TECHNICAL REPORTS
- WORKED CLOSELY WITH CHIEF ENGINEERS AND EXECUTIVES
- CERTIFIED TMC HIGH PERFORMANCE S1 DRIVER / INSTRUCTOR
- RESPONSIBLE FOR PRESS LAUNCH VEHICLE PREPARATION | TUNING | COURSE SELECTION FOR MEDIA DRIVES
- WORK CLOSELY WITH MARKETING GROUP
- TOYOTA MOTOR SALES LEAD FOR INTERNAL STUDY TEAMS - PRE-PRODUCTION TRAINING
- ROUND TABLE INFLUENCER ON PRODUCT DIRECTION | FOR EXECUTIVES AND CE USA | JAPAN
- EXTENSIVE TRAVEL - USA / JAPAN
- LEAD PRE-PRODUCTION CONFIRMATION AUDITOR AT MANUFACTURING PLANTS
- EXTENSIVE INTERNAL TRAINING FOR PERFORMANCE DRIVING, VEHICLE EVALUATION, LEAD INSTRUCTOR

## EDUCATION HISTORY

COLLEGE OF THE CANYONS - VALENCIA, CA.

ASSOCIATE DEGREE IN SCIENCE

TONY ROBBINS MASTERY UNIVERSITY

## PROFICIENT IN THE FOLLOWING AREAS

POWERPOINT | WORD | EXCEL | OUTLOOK | KEYNOTE | ADOBE PREMIERE PRO  
SCAN TOOL USAGE | MOTORCYCLE TECHNICIAN | DETAILED PRODUCT EVALUATION | TRAINING STAFF  
BUILDING CURRICULUM | SALES | MARKETING CONCEPTS | FABRICATION | KEY NOTE SPEAKER  
VINYL WRAP INSTALLER | DRONE PILOT

## SOCIAL MEDIA - BRAND AMBASSADOR

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## HIGHLIGHTED PROJECTS

- GUEST RACER ON | "JAY LENO'S GARAGE" TV SHOW
- GUEST RACER ON | "THE ADAM CAROLLA POD CAST SHOW"
- LEAD STUNT DRIVER FOR KIA EV-9 GLOBAL REVEAL- 2022 LA AUTOSHOW
- AXALTA PAINT COATINGS | TROPHY TRUCK SPONSORSHIP PROGRAM | BAJA 1000 | DRIVER OF RECORD #86
- PHOENIX FIRE DEPT | OFF-ROAD RECOVERY AND DRIVER TRAINING PROGRAM DEVELOPMENT
- GENERAL TIRE USA | OFF-ROAD EVALUATION TRAINING AND PRODUCT DEVELOPMENT FOR ENGINEERS
- GENERAL TIRE USA | LEAD OFF-ROAD DEVELOPMENT EVALUATION TESTING - X3 MUD TERRAIN TIRE
- OVERLAND JOURNAL MAGAZINE | LEAD EVALUATION VEHICLE TEST DRIVER AND PRODUCT COMPARISON DATA
- YOKOHAMA TIRE USA | 2020 ADVAN APEX UHP TIRE | TOYOTA SUPRA TIRE COMPARISON EDITORIAL AD
- TOYO TIRE USA | 2018-2020 LEAD TIRE DEVELOPMENT TUNING, TARGET SETTING AND EVALUATION CONSULTANT AT3
- TOYO TIRE USA | 2020 INDUSTRIAL VIDEO OPEN COUNTRY AT3 PRODUCT LAUNCH
- TOYOTA-iROAD | 2019-2020 VEHICLE CONCEPT SPECIALIST FOR AUTO SHOW DISPLAYS AND MOVEMENTS
- TOYOTA RESEARCH INSTITUTE | 2019 PRESS LAUNCH CONCEPT VEHICLE DRIVER AT CES SHOW | GLOBAL
- KIA TELLURIDE | 2019 PRESS LAUNCH / DETROIT AUTO SHOW LEAD "HERO CAR" DRIVER
- YOKOHAMA TIRE USA | ACTION STUNT DRIVER FOR INDUSTRIAL VIDEO "BREAK THROUGH WALL"
- LEXUS USA | "BEHIND THE LENS" MARKETING CONCEPT | STUNT TEAM LEAD | GLOBAL MEDIA
- LEXUS USA LC 500 | INDUSTRIAL VIDEO DRIFTING, EVALUATION COMPARISON DATA FOR MEDIA
- MAXXIS TIRE USA | DEVELOPMENT PRODUCT TESTING ALL TERRAIN TIRE
- TOYOTA USA | LEAD CRAWL CONTROL SOFTWARE TUNING TEST DRIVER - NARA PREFECTURE - JAPAN
- MOTOR TREND | "HEAD 2 HEAD" FORD RAPTOR VS RAM RUNNER [12M VIEWS]
- TOYOTA USA | BAJA PRO SUSPENSION TESTING AND TUNING WITH (RIDE FOX RACING SUSPENSION)
- READY-LIFT SUSPENSION | SHOCK PRODUCT TUNING | AUDIT
- NITTO TIRE USA | MULTI - LOCATION DEVELOPMENT TESTING & VIDEO SHOOT FOR MARKETING GROUP
- TOYOTA FJ CRUISER TOYOTA RACING DEVELOPMENT | LEAD SUSPENSION AND TIRE DEVELOPMENT DRIVER
- TRD OFF-ROAD PACKAGES | TACOMA, TUNDRA, TOYOTA USA

## CONTACT DETAILS

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