

# PBR TOURS & WORLD FINALS

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## PBR USA TOURS

PBR brings "America's Original Extreme Sport" to major arenas across the United States with the nationally televised Unleash The Beast, featuring the Top 40 bull riders in the world, in addition to the organization's expansion tours including the Pendleton Whisky Velocity Tour, Touring Pro Division and Challenger Series, and the revolutionary PBR Teams, a bull riding league which transforms the sport from an individual competition to a team event.

Each event pits the toughest bull riders in the world against the top bovine athletes on the planet. During two hours of heart-pounding, bone-crushing, edge-of-the-seat excitement, fans are entertained by the thrills and spills on the dirt against the backdrop of the show's rocking music and pyrotechnics. It is world-class athleticism and entertainment rolled into one, unlike any other major professional sport.

## UNLEASH THE BEAST



The PBR's nationally-televised Unleash The Beast (UTB) features the world's Top 40 bull riders going head-to-head against the fiercest bucking bulls.

During a regular-season, two-day UTB event, each of the competing riders will ride in one round each day - Round 1 and Round 2. Following Round 2, the riders with the 12 highest two-round total scores will advance to the championship round where they will each attempt one more bull. A standard three-day event will feature a minimum of 30 riders, competing through three long rounds of competition. Following Round 3, the riders with the 12 highest three-round total scores will advance to the championship round where they will each attempt one more bull. While the long rounds are done

by random draw, championship rounds at Unleash The Beast events feature a rider draft.

The average (or aggregate) score earned during an event determines a rider's place in the event standings. In addition to earning Unleash The Beast points for their overall event finish, as determined by their aggregate score, riders will also earn points for their finish in each round, and for any ride scored in excess of 70 points.





## PENDLETON WHISKY VELOCITY TOUR

PBR's Pendleton Whisky Velocity Tour (PWVT) began in 2014 as the sport's premier expansion series, featuring young, emerging bull riding talent alongside some of the superstars of the sport.

The PWVT brings the excitement and talent of the PBR that fans have come to expect from the leader in the sport of bull riding to cities across the U.S. that are not currently included on the premier series' schedule.

The Velocity Tour is completely produced and operated by PBR, providing fans with the highest quality experience available.

In 2024, the Velocity Tour Finals returned to Corpus Christi, Texas, launching the iconic Buc Days Western festival for the third consecutive season. The championship event at American Bank Center Arena culminated a high-intensity season that began the first week of January and crisscrossed the country with 30 events held across five months, including 12 weekends with two events held simultaneously.

In 2024, the Velocity Tour hosted more than 356,000 fans, setting 16 event attendance records and selling out 20 event days.

The PWVT is the primary and most important qualifying series for bull riders to reach the Unleash The Beast (UTB), and ultimately the PBR World Finals. The Velocity Tour runs in tandem with the premier series during the individual season, culminating in May. At Velocity Tour events, riders earn points both towards winning the Velocity Tour Championship, and the standings which seed the Unleash The Beast and ultimately determine the World Champion.

The PWVT Finals are featured as the last event of the season, taking place just prior to the PBR World Finals each year. The Top 35 riders from the Velocity Tour Global standings compete for the final five positions available at the PBR World Finals, while also vying for crucial Unleash The Beast global points to qualify outright as one of the world's Top 35 riders.

Following the Velocity Tour Finals, the highest-placing rider at the event who has not already qualified, the Top-3 Velocity Tour Global riders who have not already qualified, and the highest-placed international rider at the Velocity Tour Finals who has not already qualified all advance to the PBR World Finals the following weekend, making it the most important event on the schedule outside of the World Finals itself.



## PBR CHALLENGER SERIES

PBR's Challenger Series, which launched alongside PBR Teams in 2022, consists of more than 50 events traveling to more than 25 states across the United States and awarded more than \$1.1 million in prize money in 2024.

PBR's Challenger Series, the sport's only domestic standalone series from June to October, serves as a proving ground giving additional competitive opportunities to bull riders who are both affiliated and unaffiliated with a PBR Teams' organization.

At the conclusion of the PBR Challenger Series regular season, the Top 40 riders in the series' global standings qualify for the Challenger Series Championship, which is held in Las Vegas in conjunction with the PBR Teams Championship in late October. A select number of top-finishing riders in the final Challenger Series standings will earn berths to the Unleash The Beast events the following season.



## TOURING PRO DIVISION

The Touring Pro Division (TPD) is the developmental tour of the PBR where both established veterans and newcomers to the professional ranks compete against some of the most famous bucking bulls in the sport. The Touring Pro Division operates during the individual season, running in unison with the elite Unleash The Beast and Pendleton Whisky Velocity Tour. The TPD allows riders to compete in PBR-sanctioned events while also earning points to ultimately qualify for the organization's premier Unleash The Beast.

The standard one-day TPD format has 35 competitors; each will attempt one bull in Round 1. The Top 10 riders advance to the championship round to compete on one more bull each. The overall event winner is the rider with the highest combined score on two bulls.

Two-day TPD events will take up to 70 competitors, with 35 riders competing each day. The Top 10 riders each day advance to the championship round to compete on one more bull each. The overall event winner is the rider with the highest combined score on two bulls.



## PBR INTERNATIONAL

Globally, PBR reaches more than 288M million households in 67 countries and territories.

From 2005 to 2006, PBR opened offices in Australia, Canada, and Brazil. Along with its premier Unleash The Beast and PBR Teams league in the U.S., the sport now also operates successful tours (a total of 100+ annual events) crowning national champions in Australia, Canada, and Brazil.

In 2024, 441 bull riders competed outside the U.S. (81 competed in Australia, 250 competed in Brazil and 110 competed in Canada).





**PBR AUSTRALIA**

**PBRAUSTRALIA.COM.AU**

Based in Townsville, Queensland, PBR Australia has been in operation since 2005, overseen by Managing Director Glen Young, both an Australian native and former bull rider. Producing two tours, PBR Australia holds more than 30 events each year. Points earned on both Australian tours count toward qualification for the PBR Australia Grand Finals in addition to both the Velocity Global and Challenger Series Global standings. The bull rider with the most national points earned at the end of the year, combining those earned from the regular season events and Grand Finals, will be crowned the PBR Australia Champion.

YEAR	PBR AUSTRALIA CHAMPIONS
2024	Boston Leather, Calliope, Queensland, Australia
2023	Macaulie Leather, Calliope, Queensland, Australia
2022	Cody Heffernan, Singleton, New South Wales, Australia
2021	Aaron Kleier, Clermont, Queensland, Australia
2020	Aaron Kleier, Clermont, Queensland, Australia
2019	Aaron Kleier, Clermont, Queensland, Australia
2018	Aaron Kleier, Clermont, Queensland, Australia
2017	Troy Wilkinson, Upper Horton, New South Wales, Australia
2016	Cody Heffernan, Singleton, New South Wales, Australia
2015	Fraser Babbington, Gisborne, NZL, New Zealand
2014	Dave Kennedy, Kyogle, New South Wales, Australia
2013	Chris Lowe, Uralla, New South Wales, Australia
2012	David Kennedy, Kyogle, New South Wales, Australia
2011	Kevin "Jock" Connolly, Charters Towers, Queensland, Australia
2010	David Kennedy, Kyogle, New South Wales, Australia
2009	David Kennedy, Kyogle, New South Wales, Australia
2008	Pete Farley, Kempsey, New South Wales, Australia
2007	Ben Jones, Goulbourn, New South Wales, Australia
2006	Tim Wilson, Biloela, Queensland, Australia



**PBR BRAZIL**

**PBRBRAZIL.COM.BR**

In Brazil, live attendance at Western sports events is nearly double the live gate of soccer. Nine different Brazilian riders have won a collective 14 PBR World Championships, including Ribas do Rio Pardo native Jose Vitor Leme, who became just the second back-to-back PBR World Champion in 2021. In 2023, Rafael Jose de Brito made history, becoming the first rider to win the PBR World Championship and PBR Rookie of the Year honor in the same season, before Cassio Dias repeated Brito's feat the following year in 2024. Nine of the past 15 World Championships have been won by a Brazilian rider: Dias (2024), Brito (2023), Leme (2020, 2021), Kaique Pacheco (2018), Silvano Alves (2011, 2012 and 2014), and Renato Nunes (2010). In 2022 and 2023, the first two seasons for the PBR Teams League, Leme was also named the PBR Teams MVP.

PBR opened its Brazilian office in 2005. In Brazil, the bull rider with the most points earned at the end of the year is crowned the PBR Brazil Champion at the PBR Brazil Finals. During Brazilian events, riders also earn both Velocity Global and Challenger Series Global points, in addition to national points.

In 2024, 250 riders competed in 34 PBR Brazil events.

YEAR	PBR BRAZIL CHAMPIONS
2024	Rogério Venancio, Paranaita, Mato Grosso, Brazil
2023	Jean Fernandes Pereira, Crixas, Goiás, Brazil
2022	Cassio Dias, Sao F. De Sales, Minas Gerais, Brazil
2021	N/A*
2020	N/A*
2019	Alan de Souza, Taubate, São Paulo, Brazil
2018	Fernando Novais, Pereira Barreto, São Paulo, Brazil
2017	Jose Vitor Leme, Ribas do Rio Pardo, Mato Grosso do Sul, Brazil
2016	Dener Barbosa, Paulo de Faria, São Paulo, Brazil
2015	Luciano Henrique de Castro, Guzolândia, São Paulo, Brazil
2014	Tiago Vitor, Floreal, São Paulo, Brazil
2013	Claudio Crisostomo, Barro Alto, Goiás, Brazil
2012	Edevaldo Ferreira, Andradina, São Paulo, Brazil
2011	Edevaldo Ferreira, Andradina, São Paulo, Brazil
2010	Elton Cide, Populina, São Paulo, Brazil
2009	Thiago Paguioto, Itajobi, São Paulo, Brazil
2008	Edmundo Gomes, Atibaia, São Paulo, Brazil
2007	Joao Mauro Kugel, Sao Jose do Rio Preto, São Paulo, Brazil
2006	Elton Jose de Souza, Pompeia, São Paulo, Brazil

\* Note: Due to restrictions implemented due to COVID-19 (coronavirus), PBR Brazil was unable to hold events in 2020, resulting in no champion being crowned. PBR Brazil only held one event in 2021, and therefore didn't crown a champion during that season either.



## **PBR CANADA**

### **PBRCANADA.COM**

PBR has held events in Canada since 1996 and founded a Canadian division in 2006. PBR Canada operates two competition series, annually producing more than 30 events across two tours: the elite Cup Series, established in 2016 and nationally televised by TSN, and the Touring Pro Division.

In total, in 2024, PBR Canada held 40 events spanning British Columbia to Ontario, all culminating with the record-setting National Finals in Edmonton, Alberta, at Rogers Place. PBR Canada's elite Cup Series held 11 events in 2024, setting attendance records in nine of the markets, and achieving sellouts in five. Collectively, those 11 events welcomed more than 72,900 fans.

After a successful 2019 season, PBR Canada continued growing in 2020, adapting to the challenges faced by COVID-19. After holding two tour stops in Calgary and Lethbridge, Alberta, which included two sold-out performances prior to the onset of the pandemic, PBR pioneered the return of professional sports in the nation with a uniquely formatted drive-in event in Lethbridge in July. The division's 2020 season concluded with the PBR Canada Finals Week in Grande Prairie, Alberta, a three-day, four-event stretch of year-ending action inside Revolution Place.

In 2021, PBR continued to take the sport of bull riding to new heights in Canada. The division brought the National Finals to the state-of-the-art Rogers Place in Edmonton, Alberta, for the first time, awarding more than \$175,000 in prize money, making the year-end event the richest in Canada's history. Building on the momentum of the past two seasons, PBR Canada had one of its most exciting seasons in 2022, as the National Finals, once again at the prestigious Rogers Place in Edmonton, concluded arguably the most intense title race in PBR Canada history. In 2023, PBR Canada again upped the stakes for bull riders, increasing the total National Finals purse to \$225,000, including a \$100,000 bonus to the Canadian Champion. The new purse made the PBR Canada National Finals the second richest individual Finals in the PBR, trailing only the World Finals.

The Canadian division's growth trajectory continued in 2024. PBR Canada's elite Cup Series held 11 events in 2024, welcoming more than 72,900 fans and setting attendance records in nine of the markets, with sellouts in five. During the most recent season, Canada again increased the purse at the National Finals to \$250,000. At season's end, Nick Tetz became the first rider in Canadian history to eclipse more than \$200,000 in single-season earnings on home soil, garnering \$249,622.29 as he won his second PBR Canada Championship.

Points earned on both the Cup Series and Touring Pro Division count toward qualifying for the PBR Canada National Finals. The bull rider with the most points earned at the end of the year, combining those earned from the regular-season events and the Finals, will be crowned the PBR Canada Champion. Riders also earn points toward the Velocity Tour and Challenger Series Global standings.

YEAR	PBR CANADA CHAMPIONS
2024	Nick Tetz, Calgary, Alberta, Canada
2023	Dakota Buttar, Eatonia, Saskatchewan, Canada
2022	Nick Tetz, Calgary, Alberta, Canada
2021	Cody Coverchuk, Meadow Lake, Saskatchewan, Canada
2020	Dakota Buttar, Kindersley, Saskatchewan, Canada
2019	Daylon Swearingen, Piffard, New York
2018	Cody Coverchuk, Meadow Lake, Saskatchewan, Canada
2017	Zane Lambert, Ponoka, Alberta, Canada
2016	Ty Pozzobon, Merritt, British Columbia, Canada
2015	Tanner Byrne, Prince Albert, Saskatchewan, Canada
2014	Stetson Lawrence, Trenton, North Dakota
2013	Zane Lambert, Ponoka, Alberta, Canada
2012	Aaron Roy, Asquith, Saskatchewan, Canada
2011	Tyler Thomson, Black Diamond, Alberta, Canada
2010	Aaron Roy, Asquith, Saskatchewan, Canada
2009	Beau Hill, West Glacier, Montana
2008	Aaron Roy, Asquith, Saskatchewan, Canada
2007	Tyler Pankewitz, Warburg, Alberta, Canada
2006	Scott Schiffner, Strathmore, Alberta, Canada



## PBR WORLD FINALS

The PBR World Finals is known as the sport's Super Bowl – a grueling multi-day event that marks the end of the PBR individual season, determines the best rider and bull for the year, and turns one cowboy into a millionaire. The World Finals is the richest bull riding event in the sport, which includes a \$1 million bonus awarded to the rider who is crowned the PBR World Champion. The 2025 event culminating at AT&T Stadium in Arlington, TX will award a record-setting \$3.26 million in prize money.

Each season, for roughly 27 weeks/events on the premier Unleash The Beast (UTB), and through the Pendleton Whisky Velocity Tour (PWVT), Touring Pro Division (TPD), and the PBR's international circuits in Australia, Brazil, and Canada, bull riders compete for individual event titles and valuable points needed to qualify for the premier series to ultimately reach the World Finals and contend for the title of PBR World Champion.

At the end of the World Finals, the points earned for the entire season on the premier series are also added together. The rider who has earned the most points throughout the regular season on the elite tour and at the World Finals becomes the PBR World Champion.

For 26 years, Las Vegas was the site of the PBR's drama-packed season finale, held 2016-2019 at the state-of-the-art T-Mobile Arena. The 2020 installment of the world's richest bull riding event traveled to AT&T Stadium, due to local COVID-19 (coronavirus) protocols and was shortened from five days to four.

In 2021, as part of a comprehensive 2022 schedule restructure for its premier series, PBR announced the relocation of its crown jewel, the World Finals, to Fort Worth and Dickies Arena, beginning in May 2022.

As part of the relocation, PBR condensed the annual schedule for Unleash The Beast, which in 2022 spanned January-May, with subsequent seasons starting in 2023 scheduled for November-May. While the individual season was dormant, the newly launched PBR Teams league traveled the nation, transforming bull riding from an individual to a team sport.

The inaugural PBR World Finals in Fort Worth was held from May 13-22, 2022, at Dickies Arena, headlining an action-packed two weeks of activities across Fort Worth with a format harkening back to past World Finals split between Mandalay Bay and Thomas & Mack Center in Las Vegas with the first three rounds held the first

Friday-Sunday, followed by the final five rounds held the following Thursday-Sunday.

Prior to the start of the 2024 season, PBR announced an exciting new format for the World Finals. Beginning in 2024, the PBR World Finals now features 10 rounds of action split across multiple venues in the Dallas-Fort Worth Metroplex in a playoff-type format, including a first-of-its-kind set of rounds for eliminated competitors to ride their way back into the World Finals. The 2025 event will payout an unprecedented \$3.26 million.



The 2025 PBR World Finals will begin May 8-11 and continue May 14-15 at Cowtown Coliseum in Fort Worth, Texas, before concluding at AT&T Stadium in Arlington, Texas on May 17-18.

The event begins May 8-11 with *Eliminations*, featuring the Top 40 riders from the Unleash The Beast standings, joined by the five invited riders advancing via the Velocity Tour Finals, and any rider not qualified who won a premier series event during the regular season. During *Eliminations*, each of the 45+ competing riders will attempt one bull daily.

Following the four days of action, the Top 15 in the Unleash The Beast standings, and the Top 5 in the event aggregate, not already advancing, will earn a direct berth to the 2024 PBR World Finals - *Championship* at AT&T Stadium on May 17-18.

During *Eliminations* in 2025, more than \$650,000 will be paid out, with the top scorer daily collecting \$35,000, and the winner of the four rounds netting \$150,000.

*Ride For Redemption*, also held inside the iconic Cowtown Coliseum, features the 25 riders who didn't advance via *Eliminations* joined by 15 new riders. The 2025 selections will come from a to be announced process, featuring one invite from each of the PBR Teams league 10 teams, the Rodeo Corpus Christi Champion and riders from the top of the PBR Stockyards Showcase standings from October 24, 2024, to April 24, 2025.

All 40 riders will attempt one bull each night, and those contenders with the Top 5 scores in the *Ride For Redemption* aggregate will earn a berth to the PBR World Finals - *Championship* in Arlington.

*Ride For Redemption*, held at the famed, renovated rodeo arena where PBR held its first event in 1993, will award \$22,500 nightly in 2025, which is nearly double the payout awarded during a regular season Unleash The Beast round.

The 2025 PBR World Finals will come to a climactic end with the *Championship* at AT&T Stadium from May 17-18, featuring the 20 advancing riders from *Eliminations* and the five competitors who punched their tickets via *Ride For Redemption* at Cowtown Coliseum. Each day of competition will feature two rounds, with Rounds 1-2 on May 17, followed by Rounds 3-4 on May 18.

While the riders who earned a berth via *Eliminations* are guaranteed to compete in all four *Championship* rounds, contenders who advanced via *Ride For*

*Redemption* must record a score in Round 1 or Round 2 to remain in the World Finals - *Championship* for Rounds 3-4.

After Round 4 at the 2025 PBR World Finals - *Championship*, the new World Champion will be the No. 1-ranked rider in the Unleash The Beast standings. The 2025 PBR World Finals event winner will be the rider with the top aggregate score across the four rounds of action inside AT&T Stadium.

Inside AT&T Stadium in 2025, PBR will award more than \$2.38 million, including the \$1 million bonus to the 2025 PBR World Champion, \$350,000 to the World Finals event winner, and \$75,000 to each of the four *Championship* round winners.

Only eight times in PBR history have the World Finals event winner and the PBR World Champion been the same rider. In 2004, Mike Lee became the first athlete to accomplish the feat, followed by Renato Nunes in 2010, J.B. Mauney in 2013, Silvano Alves in 2014, Jess Lockwood in 2019, Jose Vitor Leme in 2021, Daylon Swearingen in 2022, and most recently Rafael Jose de Brito in 2023. In 2023, Brito also became the first rider in history to be crowned World Champion and Rookie of the Year in the same campaign before Cassio Dias repeated Brito's feat in 2024.

The World Finals points system was modified in 2004 to ensure that the PBR World Champion was not determined prior to the World Finals. This gave virtually every rider in the Top 10 a mathematical chance of becoming the PBR World Champion. Following a subsequent change in 2015 to emphasize the importance of winning, additional World Finals points system changes were made in 2020, increasing the amount of points available at the season-culminating event by 4.3% compared to 2019. In 2021, PBR introduced bonus points to the World Finals, awarded to any rider recording a score of 70 points or more. The new format established in 2024 further increases the points available at World Finals and splits the event into two separate aggregates between the *Eliminations* and *Championship* rounds.

Below is the points system used to determine the PBR World Champion. (For more complete information on the points system, please refer to the Bull Riding Basics section of this media guide.)

**POINTS SYSTEM PRIOR TO THE 2020 WORLD FINALS**

<b>FINISH</b>	<b>ROUND POINTS</b>	<b>AVG. POINTS</b>
First Place	200	1,000
Second Place	120	600
Third Place	100	450
Fourth Place	80	260
Fifth Place	60	160
Sixth Place	10	110
Seventh Place	10	65
Eighth Place	10	30
Ninth Place	10	15
Tenth Place	10	10
Eleventh Place	10	10
Twelfth Place	10	10
Thirteenth Place	3	3
Fourteenth Place	2	2
Fifteenth Place	1	1

**POINTS SYSTEM PRIOR TO 2024 WORLD FINALS**

<b>FINISH</b>	<b>ROUND POINTS</b>	<b>AVERAGE POINTS</b>	<b>RIDE SCORE</b>	<b>BONUS POINTS</b>
First	80	560	90+	9
Second	40	350	80+	8
Third	36	250	70+	7
Fourth	32	150		
Fifth	28	134		
Sixth	24	114		
Seventh	20	90		
Eighth	16	62		
Ninth	12	30		
Tenth	8	15		
Eleventh	5	5		
Twelfth	4	4		
Thirteenth	3	3		
Fourteenth	2	2		
Fifteenth	1	1		

\* THE POINT SYSTEM WAS CHANGED IN 2015, 2020, AND 2023.

**POINTS SYSTEM AS OF 2024 WORLD FINALS**

<b>FINISH</b>	<b>ROUND POINTS</b>	<b>ELIMINATIONS AGGREGATE</b>	<b>CHAMPIONSHIPS AGGREGATE</b>	<b>RIDE SCORE</b>	<b>BONUS POINTS</b>
First	80	200	400	90+	9
Second	40	125	250	80+	8
Third	36	90	180	70+	7
Fourth	32	54	110		
Fifth	28	46	95		
Sixth	24	36	80		
Seventh	20	24	65		
Eighth	16	16	45		
Ninth	12	10	20		
Tenth	8	6	10		
Eleventh	5	4	5		
Twelfth	4		4		
Thirteenth	3		3		
Fourteenth	2		2		
Fifteenth	1		1		

*\*NOTE: RIDERS DO NOT EARN UNLEASH THE BEAST POINTS DURING RIDE FOR REDEMPTION.*



## 2024 PBR WORLD CHAMPION

### CASSIO DIAS

Heading into his first Unleash The Beast season, all eyes were on Cassio Dias to see how he could follow up his incredible rookie Teams season, where he finished second in the MVP race to Jose Vitor Leme by one ride score and 87 points. Dias was expected to be at the forefront of a historically competitive rookie class, which also included seven-time PRCA (Professional Rodeo Cowboys Association) World Champion Sage Steele Kimzey and then-18-year-old phenom John Crimber. The rookie contingent was favored to be top World Championship contenders set to duke it out alongside established veterans like Jose Vitor Leme, Kaique Pacheco and Daylon Swearingen.

Dias delivered, putting together arguably the greatest rookie season the PBR has ever seen.

The reserved Brazilian got off to a red-hot start, becoming the fastest rider ever to net three career event wins, collecting those victories across the first seven events of the season. Following his third event win in Chicago, Illinois, in January, Dias overtook the No. 1 spot in the Unleash The Beast standings and held it for the remainder of the season. Across the entire campaign, Dias held the No. 1 ranking for all but two weeks of the 2024 season.

Despite sitting atop the standings, Dias never took his foot off the gas.

Following his fourth event win in Los Angeles, California, in February, he became the rider with the winningest rookie season in PBR history. The burgeoning Brazilian superstar also did so in record form, covering soon-to-be crowned 2024 PBR YETI World Champion Bull Man Hater for 94.75 points in the championship round. The ride would not be beaten the remainder of the season, earning Dias the Mason Lowe Award for the high-marked regular-season ride.

Dias and Man Hater's burgeoning rivalry, however, was just getting started. Following Dias' fifth event victory of the season in Little Rock, Arkansas, in March, he and Man Hater posted a monstrous 93.25 points in the final round in Albuquerque, New Mexico, leading Dias to finish runner-up.

Following a rare shut-out in Nampa, Idaho, at the end of March, Dias rebounded for his sixth event win of the season in Sioux Falls, South Dakota, at the beginning of April, extending his lead to 580.5 points in the Unleash The Beast standings over then No. 2

John Crimber, his largest lead of the season.

While No. 2 Crimber closed the gap somewhat on Dias across the final month of the season, Dias concluded the regular season with his seventh event win in Louisville, Kentucky, in April. He concluded 2024 one event win short of tying the single-season record of eight, held by Leme and two-time World Champion Justin McBride.

The 22-year-old rookie went 41-for-76 (53%) with nine 90-point rides and entered his first PBR World Finals with a 560.5-point lead over No. 2 Crimber.

Dias continued to roll during the first two rounds of PBR World Finals - *Eliminations* inside the historic Cowtown Coliseum, as he rode Sava for 86.75 points in Round 1 and Ricky Vaughn for 88 points in Round 2.

However, disaster struck in Round 3 as Dias was stepped on by Norse God following his 5.78 second-buckoff, leaving him immobile on the dirt. After a few tense minutes, Dias was carried off on a stretcher and transported to the hospital to undergo testing.

With Dias out, Crimber capitalized, winning the final two rounds of *Eliminations* and finishing second in the stage, inching within 487.5 points of an injured No. 1 Dias.







It was unclear if Dias would be able to ride in the PBR World Finals – *Championship*, let alone win a world title, as he recovered from spinal fractures, broken ribs, a partially collapsed lung, and a concussion.

But, after seeing a back specialist and clearing all protocols, Dias showed up to AT&T Stadium ready to ride, wearing a special gift from his coach on the Kansas City Outlaws, J.W. Hart – the chaps that belonged to the late, great Lane Frost, who Dias grew up idolizing.

Visibly battling immense pain from his multitude of injuries in Round 1 of the *Championship*, Dias bucked off Mike's Motive in 7.64 seconds before being dispatched in 3.05 seconds by Big Chew in Round 2.

Before Dias had a chance to ride in Round 3, Crimber sat tall atop Big Bank for a monstrous 95 points, putting him into the event lead and placing Dias in a must-ride situation. With the pressure on, Dias squared off against Ricky Vaughn and converted, scoring a critical 92.5 points.

After Crimber uncharacteristically bucked off in Round 4, Dias knew he had done enough to win the 2024 PBR World Championship. Despite already having won his first gold buckle, Dias rode Chiseled in Round 4 for 79.5 points, declining a re-ride and beginning his on-dirt celebration with his friends, teammates, and coaches.

"I'm very thankful to have had the opportunity to achieve my dream and to have my name written in the history of the PBR," Dias said. "I feel very full because I know my dreams came true. I'm very happy and thankful for everything I achieved."

After the dust settled at AT&T Stadium, Dias finished the PBR World Finals – *Championship* seventh, earning 130 points. He finished 238.5 points ahead of No. 2 Crimber in both the Rookie of the Year and World Championship races.

In the PBR's 31-year history, Dias is the 22<sup>nd</sup> different rider – and ninth Brazilian – to claim the PBR World Champion gold buckle. His title is the 14<sup>th</sup> time a rider from Brazil has won what's been called the most difficult individual championship in professional sports. Dias is the second PBR Brazil Champion to become a PBR World Champion and the second rider ever to win the World Championship and Rookie of the Year honor in the same year.

Throughout 2024, Dias earned \$1,555,707.33, including \$1,048,600 for his career-first PBR World Championship.



## 2024 YETI PBR WORLD CHAMPION BULL MAN HATER

Man Hater dominated the 2024 YETI PBR World Champion Bull race.

The powerful animal athlete bucked off 18 of his 21 cowboy opponents, tallying an impressive 85.7% buckoff average, while also posting a 46.55-point average bull score, besting runner-up bull Red Demon by 1.02 points across their 10 qualifying outs.

While nearly every out Man Hater logged was one for the highlight reels, the two rides he surrendered to 2024 PBR World Champion Cassio Dias were the most memorable in his championship run. The pair first danced for an incredible 94.75 points in the championship round in Los Angeles, California, in February, and then again for 93.25 points in the final round in Albuquerque, New Mexico, the following month. During these outs, Man Hater was marked 46 points and 45.75 points, respectively, marking two of his 10 trips during the regular season where he posted a bull score of 45.75 points or more.

"Those two rides ... I'm 65 and I've seen bull rides my whole life. I'm not saying they're the best (pair) ever, but they're the best I've ever seen live ... and maybe even on TV. They were great. Everybody has their opinion. Some will say it was, some will say it wasn't. This is the best one that's ever come off my trailer," Man Hater's stock contractor Gene Owen.

"They will be part of history."

While Owen has served as the more vocal of Man Hater's shared owners, it was Jane Clark who initially wanted to strive to add a champion to their pen.

"We'd had a few bulls go to the Finals, it was a few years ago. I called her about some bulls one day and she said 'I don't want any more 'just' bulls. I want a superstar bull. I don't care if it takes a year to find him, that's what I want,'" Owen shared.

"And that's what we did, we just took our time."

After hauling the elite animal athlete for the Halpains





for roughly six months to see how he would perform, the dub purchased the bull in 2023 after he quickly showed his potential to excel amongst PBR's best.

"By having him now, it's mission accomplished, but he didn't come automatically. We didn't just open the gate when we bought him and he just wasn't kicking and spinning. It was a process to get him settled in and get him in the right place. So, I'm proud of that," Owen said.

In addition to Owen's praise for the 2024 Champion, Man Hater's season speaks for itself.

The powerful bovine competitor registered nine YETI "Built For the Wild" Bull of the Event honors during the 2024 title push, five more than any other bull in the PBR. Man Hater also lit up the scoreboard nearly every time he bucked. He posted the three highest-marked outs of the season before the 2024 PBR World Finals: Unleash The Beast, all for 47 points or more, including his season-best 47.75-point effort inside Madison Square Garden in New York City when he upended Boudreaux Campbell after just 3.3 seconds. Other than Man Hater, only Red Demon, the No. 2 bull from 2024, recorded an out marked 47 points or more.

Despite his domination throughout the season, Man Hater struggled during the first two stages of the 2024 PBR World Finals, posting two uncharacteristic outs for 44.5 points and 42.25 points in his first two showings of the event.

But champions step up when the stakes are highest. Inside AT&T Stadium, needing a 37.75-point bull score to clinch the 2024 YETI PBR World Champion Bull title, the powerful bovine competitor roared out of the chutes and dispatched Eduardo Aparecido in just 2.53 seconds, marked 47.25 points, his fourth out of the season that was marked 47 points or more, to secure the title.

"I get a little emotional and I really try not to but man, it was hard for me to keep it together at different times... almost overwhelmed," Owens said. "I'm a blessed man and God has always blessed me through my whole life, on numerous things. I don't always understand why except that he loves me, I'm a child of God and he blessed me. That's all I know."



## 2024 PBR WORLD FINALS AWARDS

### **PBR WORLD CHAMPION** CASSIO DIAS

The rider who earns the most PBR Unleash The Beast points during the regular season and multi-day World Finals.

### **PBR WORLD FINALS EVENT WINNER** SAGE STEELE KIMZEY

The rider who earns the most PBR Unleash The Beast points at the PBR World Finals – *Championship*.

### **PBR ROOKIE OF THE YEAR** CASSIO DIAS

The first-year rider on the premier series who accumulates the most PBR Unleash The Beast points throughout the regular season and PBR World Finals.

### **STOCK CONTRACTOR OF THE YEAR** BLAKE SHARP

The stock contractor who provides the best bucking bulls as voted by the Top 40 bull riders on the premier series.

### **YETI PBR WORLD CHAMPION BULL** MAN HATER

Determined by a bull's Top 8 outs during regular-season events on the premier series and Teams league, in addition to his best two of three outs at the PBR World Finals. The bull with the highest average bull score across those 10 outs is crowned the YETI PBR World Champion Bull.

### **YETI BULL OF THE PBR WORLD FINALS** RED DEMON

The bull(s) who record the top two-score average during the event.

### **MASON LOWE AWARD** CASSIO DIAS

This award is presented to the rider with the highest-scored ride of the Unleash The Beast regular season.

### **GLEN KEELEY AWARD** JAKE GARDNER

This award is given to the Canadian bull rider who earns the most Unleash The Beast points throughout the regular season.

### **LANE FROST/BRENT THURMAN AWARD** JOHN CRIMBER

The winner of this award is the bull rider who receives the highest score on a single ride during the PBR World Finals.

### **PBR WORLD FINALS BULLFIGHTERS**

#### NATHAN HARP, AUSTIN ASHLEY, LUCAS TEODORO, AND CODY WEBSTER

The PBR World Finals Bullfighters are chosen by the top riders in the Unleash The Beast standings prior to the Championship event.

### **2024 ABBI CLASSIC WORLD CHAMPION BUCKING BULL** KING TUT (LESS THAN 8 CATTLE CO.)

The ABBI Classic World Champion Bull is the top 3- or 4-year-old bull as determined by his Top 6 scores headed into the ABBI World Finals, in addition to his two performances at the season-culminating event, which coincides with the PBR Teams Championship.

### **2024 ABBI WORLD FINALS CLASSIC CHAMPION BUCKING BULL** KING TUT (LESS THAN 8 CATTLE CO.)

The honor, which also includes a \$100,000 bonus, is awarded to the Classic bull with the top score across his two outs at the ABBI World Finals, which coincides with the PBR Teams Championship.

### **2024 ABBI FUTURITY WORLD CHAMPION BUCKING BULL** FUTRELL 6K (FUTRELL/D&H CATTLE CO.)

The ABBI Futurity World Champion is the 2-year-old bull with the highest score when the Top 10 marks of the season are averaged together with his two-round scores at the Futurity Finals.

**2024 PBR WORLD FINALS EVENT RESULTS**

RIDER	EVENT PLACE	EVENT POINTS	EVENT WINNINGS
Sage Steele Kimzey	1	537	\$411,200
John Crimber	2	379	\$246,200
Brady Fielder	3	357	\$178,600
Kaiden Loud	4	198	\$91,200
Kaique Pacheco	5	177	\$69,500
Silvano Alves	6	144	\$37,000
Cassio Dias	7	130	\$1,048,600
Dener Barbosa	8	101	\$24,000
Thiago Salgado	9	109	\$63,000
Daylon Swearingen	10	54	\$24,000
Eduardo Aparecido	11	46	\$37,500
Dalton Kasel	11	46	\$27,500
Caden Bunch	11	46	\$17,500
Alan de Souza	14	37.5	\$13,600
Cort McFadden	14	37.5	\$58,600
Julio Cesar Marques	16	28	\$4,000
Koltin Hevalow			\$3,000
Austin Richardson			\$3,000
João Ricardo Vieira			\$3,000
Leonardo Castro			\$3,000
Mauricio Gulla Moreira			\$0
Andrew Alvidrez			\$3,000
Bob Mitchell			\$0
JaCauy Hale			\$0
Shane Scott			\$0
Claudio Montanha Jr.			\$3,000
Daniel Keeping			\$0