

MEMO GIDLEY



MEMO GIDLEY PARTICIPATES IN RACERS WHO CARE'S 2012 QUICK TIPS ON WINNING IN LIFE FIELD TRIP PROGRAM FOR 380 ELEMENTARY SCHOOL STUDENTS AT THE TOYOTA GRAND PRIX OF LONG BEACH. PICTURED WITH HIM BELOW ARE ALMS COMPETITOR, COLIN BRAUN, AND LEADING MOTORSPORTS JOURNALIST, LEWIS FRANCK.



Born in Mexico, José Guillermo "Memo" Gidley lived his first eight years on a sailboat. His father was a commercial fisherman. Memo was racing small sailboats by age seven and by age eleven, he had successfully raced BMX bicycles then purchased a motocross bike winning multiple 125 and 250cc Championships.

Gidley proceeded on to win major races and championships throughout the junior "ladder" of motorsports ranks making a name for himself in cars and karts, including winning two US SuperNationals Shifter Kart Titles in 125cc shifter in '96 and '99 and the US Formula Ford FF2000 Rookie of the Year and Oval Course Championships.

At one point during these early years of his career, he sold his apartment to fund his racing endeavors and spent four months homeless, living in his car.

From 1997 to 1998, Memo won five races in the Kool Toyota Atlantic Championship. During this period, along with other Toyota Atlantic racers, he made Quick Tips on Winning in Life presentations to kids and teens in schools, kids' groups and hospitals for Racers Who Care.

Memo had graduated to Speed World Challenge Series and Champ Car World Series racing by 2004 and became the first driver in recent history to drive in a Speed World Challenge race and Champ Car race on the same weekend.

During the 2005 Grand Am season, Memo became the first ever Mexican-born driver to win a professional race in Mexico. Memo continued competing on the Grand Am Series, supplementing his experience with professional kart racing and jet ski racing.

This year, he joined GAINSCO/Bob Stallings Racing to compete in the GRAND-AM Rolex Sports Car Series' 24 Hours at Daytona. He is also very actively racing his professional karts, his sailboat, *Basic Instinct*, and competing in DJSA Outlaw Series jet ski racing.

Memo and Jeff Grist are co-authors of *Memo Gidley's Secrets of Speed* book series. Memo and his eight-year old daughter, Rachel, are accomplished jet ski and yacht racers. His Basic Instinct crew took the gold and top honors in a Richmond Yacht Club Series race in San Francisco Bay.