



ROBSON PALERMO

BIOGRAPHY

HOMETOWN: Rio Branco, Acre, Brazil

CURRENT RESIDENCE: Tyler, TX

BIRTHDAY: 11/8/83

HEIGHT/WEIGHT: 5'6", 120 lbs.

FAMILY: Wife, Priscila; daughters, Victoria and Gabriela

WORLD TITLES: 0

WORLD FINALS QUALIFICATIONS: 3

HOBBIES: Riding horses, team roping, working out

SPONSORS: Cooper Tires, Wrangler

CAREER EARNINGS: \$1,134,036.19

PBR HONORS/AWARDS: 2008 PBR World Finals Event Champion



With the support of his father, Palermo taught himself how to ride bulls by watching videos and television, and, when he was 15 years old, he started his career. For several years, Palermo worked his way up through the ranks of rodeo in Brazil and collected motorcycles, cars, and trucks on his path to being crowned the 2005 Brazilian Bull Riding Champion.

He claims qualifying for the 2006 Built Ford Tough World Finals presented by Wrangler as a rookie one of his proudest accomplishments in the PBR. 2007 marked Palermo's first full season competing on the elite Built Ford Tough series and he rode his way to two BFTS event wins that year. He continued his success in 2008, claiming two BFTS event titles and finishing the season strong by riding seven out of eight bulls at the 2008 PBR Built Ford Tough World Finals and claiming the coveted event title along with a check worth \$250,000. 2009, while bringing fewer wins, nonetheless saw Palermo finish one spot higher than the previous year.