

## Ruben Novoa

At the end of the 1969 Trans Am season, AMC and Penske Racing signed a three years sponsorship agreement. After the 1970 season, Penske gave Roy Woods Racing the two race cars and a portion of the AMC sponsorship funding (primarily through Traco engines, parts, and engineering). Following the 1971 season, Penske shifted his efforts to racing an AMC Matador in NASCAR. AMC transferred the final year of the sponsorship agreement to RWR.

RWR dominated the 1972 T/A season in the same manner that Penske/Donohue had in 1969 and 1971. RWR won both the T/A manufacturer and the T/A driver championships in 1972. During that dominant season, AMC ramped up their publicity machine and developed advertising campaigns directly related to the victorious RWR T/A effort.

Following the successful 1972 season, and with the sponsorship agreement expired, AMC believed that further racing of these Javelins in the USA would only tarnish the new performance image that AMC had created with its Javelin T/A program. So, AMC decided that the Javelins must be sold to a buyer outside the USA.

In the 1960's and 1970's, it was common for race cars to be sold to race teams in Mexico. Automobile racing was popular in Mexico and that popularity was on the rise. Ruben Novoa, of Mexico City, was a veteran of racing in Mexico and in the USA. In fact, Novoa competed in one of the earliest TA races at Green Valley in 1966.

### Ruben Novoa: SCCA & IMSA Races

Date	Sanction / Series	Track	Race	Car
September 10, 1966	SCCA / TA	Green Valley		Ford Mustang
March 23, 1968	SCCA / TA	Sebring	12 Hour	Ford Mustang
March 31, 1968	SCCA / USRRC	Autodromo Hermanos Rodriguez	USRRC	Porsche 906
March 22, 1969	IMSA	Sebring	12 Hour	Pontiac Firebird
February 6, 1972	IMSA	Daytona	24 Hour	Porsche 914/6
March 25, 1972	IMSA	Sebring	12 Hour	Porsche 914/6
October 20, 1974	IMSA / GT	Autodromo Hermanos Rodriguez	Mexico 1000 KM	Porsche Carrera RSR

Ruben Novoa raced in Mexico and the USA. These are some of races that were sanctioned by the SCCA or IMSA.



Ruben Novoa driving a Porsche 914/6 in 1972.

Ruben Novoa and Roberto Arnstein Rada, in partnership, purchased the two Penske / Roy Woods Racing Javelins, as well as two 53 foot trailers full of spare parts, from AMC. The Javelins and the parts were shipped to Mexico City. Novoa and Arnstein brought the entire RWR crew to Mexico City to support them in their first race in the Javelins. At a tribute to RWR, in 2009, the RWR crew still remembered how well Novoa and Arnstein treated them and their hospitality.



Ruben Novoa racing a Porsche Carrera RSR for Toad Hall Racing in 1974.

Novoa was adept at racing Porsches- first in 914's and later in 911 based cars. Novoa's skills caught the attention of, future IMSA champion, Michael Keyser. Michael Keyser founded Toad Hall Racing which was developing a Porsche Carrera RSR. This RSR carried Keyser's usual race number: 1. Toad Hall hired Novoa as a driver. At the October 1974 race, the driver team for the RSR was Michael Keyser, Michel Jourdain Declercq, and Ruben Novoa.

While Novoa was busy racing internationally, he would hire Michel Jourdain Declercq to drive Javelin #1, and Michel's brother, Pio, to drive Javelin #2. For the longer endurance races, Novoa and Michel Jourdain would share the driving duties of Javelin #1. Likewise, Arnstein and Pio Jourdain would pilot Javelin #2.



*Michel Jourdain Declercq driving Javelin #1 in Mexico in 1973. Photo: Carlos Eduardo Jalife Villalon*

Novoa received Pepsi sponsorship to race the Javelins. This was convenient for all concerned, as the Pepsi colors were similar to the AMC R/W/B colors. So, the Javelin was able to retain much of its original livery.



*Javelin #1 racing in Mexico.*

In 1976, Novoa decided to sell Javelin #1. Novoa placed the following advertisement in Competition Press & Autoweek:

*Javelin T/A 1972 Champion. Ex Follmer. Mint condition, stored four years, Completely updated, Ready-to-race, 390 c.i. engine by TRACO, 10 extra MiniLites, Dry and wet tires, gearboxes, gaskets, Many suspension parts, Windshields, Spare engine, Rear ends, Etc. Too many spares to list, Enough for four full seasons. Absolutely new.*

\$17,500

*Ruben Novoa  
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MEXICO*

Novoa sold the Javelin #1 to Humberto Esparza, also of Mexico. Esparza drove Javelin sparingly before putting Michel Jourdain Declercq back in the driver seat.

Ruben Novoa is the uncle of Ruben Garcia Novoa. Ruben Garcia Novoa raced a Chevrolet in the NASCAR Busch/Nationwide series.

On June 11, 2009, Michel Jourdain Declercq was inducted into the FEMADAC Motorsports Hall of Fame of Mexico. Ruben Novoa participated in the induction ceremony.