

= Ride Me to Hell =

" Ride Me to Hell " is the third episode of the second season of the American animated television series Ugly Americans , and the seventeenth overall episode of the series . It originally aired on Comedy Central in the United States on July 14 , 2011 . In the episode , Grimes is outraged by the unsatisfying ending of his favorite television series , and Mark helps him unravel his attachment to the series while uncovering several deep @-@ seated memories . Meanwhile , Callie is expected to take over as the leader of Hell from her father , but is unwilling to do so .

The episode was written by Mike Rowe and directed by Aaron Augenblick and series creator Devin Clark . While the series ' first season mainly referenced horror films , " Ride Me to Hell " pays homage to 1970s cop shows . Clark used Grimes unleashing his memories from the 1970s as an opportunity to parody cop shows such as CHiPs and Starsky and Hutch . According to Nielsen Media Research , " Ride Me to Hell " was watched by 814 @, @ 000 viewers in its original airing , a slight drop in total viewership when compared to previous episodes . The episode received positive reviews .

= = Plot = =

Frank Grimes ' favorite television series , Dishonorable Discharge , ends after six seasons and it is revealed that the entire series was just an angel 's dream . Grimes is outraged and determined to change the ending . Later , Mark Lilly tells his girlfriend , the half @-@ demon Callie Maggotbone , that he has not seen his father since his sixth birthday . Mark 's roommate , the zombie Randall , is touched by this and decides to document Mark 's journey to find his father , so that he can become a Hollywood director . Mark is assigned by Twayne Boneraper to investigate Grimes , who has been busting people who enjoyed the ending of Dishonorable Discharge . He and Randall (who documents everything with his video camera) ride along with Grimes . In a memory sequence of Grimes ' , it is revealed that he was a real cop in the 1970s and worked with an undercover expert named Jimmy . He was dishonorably discharged from the force and repressed all of his memories of being a cop . Mark figures that this is why he is so angry with the ending of the series , and takes him through his past by using the same car Grimes and his partner Jimmy had . In the car , Grimes has a memory sequence again and drives to Hollywood .

Meanwhile , Aldermach Maggotbone is ready to hand over his title as the leader of Hell to his daughter , Callie . However , Callie does not want to take over his job . A competition is held to choose which one will overtake the title and Callie tries to lose every challenge , but Twayne makes sure that she wins each time . At the studio where Dishonorable Discharge was filmed , Grimes forces some bystanders to act in his ending of the series , which reveals the memory Grimes had repressed : While trying to take down Aldermach when he became the new leader of Hell , Grimes accidentally killed a disguised Jimmy . In present time , Mark , Grimes and Randall head back to New York to sabotage the new ceremony . At the ceremony , Aldermach unexpectedly chooses to give the Slitherix (a big snake one has to swallow to become the leader of Hell) to his secretary , Cathy , to spare Callie from getting the job . Just as Cathy is about to receive the snake , Grimes crashes the car into the church and shoots her . It is then revealed that she is really Grimes ' old partner Jimmy , who had worked undercover in Hell for 35 years . Embarrassed , Grimes begins to repress his memories again , which Mark believes is for the best . The episode ends with an angel waking up , suggesting that the episode was her dream .

= = Production = =

" Ride Me to Hell " was written by Mike Rowe and directed by Aaron Augenblick and series creator Devin Clark . Screenwriter and executive producer Daniel Powell said that the episode explores " a little bit more " about Mark 's background , particularly that his father left him when he was younger , and that it " sort of informs why he became a social worker " . Unlike the series ' first season , which paid homage mainly to horror films , season two referenced a variety of genres . In an interview with

Matt Barone of the magazine Complex , Clark used " Ride Me to Hell " as an example that the season " taps into a little bit beyond the horror culture " . He referred it to as " one of our big episodes " and stated that it references contemporary shows with " unsatisfied endings " , such as Monk and Lost . In the episode , Grimes unleashes memories of being a cop in the 1970s , which Clark saw as an opportunity to make fun of 1970s cop shows , such as CHiPs and Starsky and Hutch . He said , " It 's always a fun opportunity to see what other worlds I can pull from , even beyond horror . We had some really fun opportunities this season to pull from old ' 70s cop shows So , it 's fun for me just to step out and try lots of different styles and looks . I 'm excited for whatever the writers throw at me , thematically . It 's just a new opportunity to try something different . " " Ride Me to Hell " was the fifth episode to be produced for the second season . In addition to the regular cast , the episode features appearances by recurring guest voice actors Pete Holmes , Julie Klausner and Mike O 'Gorman .

= = Reception = =

The episode originally aired in the United States on Comedy Central on July 14 , 2011 . According to Nielsen Media Research , it was watched by 814 @,@ 000 viewers and acquired a 0 @.@ 4 rating in the 18 ? 49 demographic . The episode slightly dropped in terms of total viewership from the previous episode , " Callie and Her Sister " , which was watched by 980 @,@ 000 viewers . " Ride Me to Hell " received a positive review from Ology 's Josh Harrison , who commented that it " successfully redeemed " the character Grimes , who was his least @-@ favorite character up until this episode . Harrison wrote , " I 'm thrilled to see Grimes shine in his starring role . Admittedly this episode was a bit light on isolated funny incidents ... but Randall 's director @-@ speak was a solid throughline , and I 'm always happy to see more demon politics . " Harrison graded the episode 8 @.@ 7 out of 10 and remarked that " it was a cut above its predecessors this season , but still a bit shy of the very best UA [episodes] " .