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Sponsor Exposure at the Toyota Grand Prix of Long Beach

"I thought it would be a great opportunity," said Mason when asked about why he should go through the effort to make this happen. What happened was pretty simple—the 36th annual Toyota Grand Prix of Long Beach was in town playing host to approximately 170,000 fans. Mason was able to get the Formula Mazda he raced to a trio of podium finishes earlier in the year to be placed in the Lifestyle Expo at the Grand Prix for Moses Smith Racing.

MSR is now the manufacturer of this race car and there's a big push to increase the numbers of competitors in the U.S. racing scene. Smith noted, "In a typical season, FM will appear in over 150 pro or amateur sanctioned races in North America."



Larry Mason gets exposure for Formula Mazda manufacturer MSR at the TGPLB Lifestyle Expo. L. Mason photo

Photo opportunities took place almost non-stop over the course of the three-day weekend as thousands of race fans and casual observers alike stopped by the booth to get more informa-

tion or get that "Kodak moment" with the race car. There are numerous opportunities available throughout the year to promote your business. Ask us how!

Sonia's View From the Passenger's Seat

At the 2010 Annual American Auto Racing Writers and Broadcasters Association (AARWBA) Awards held in Indianapolis on May 29th, Larry Mason was honored with two national awards for his journalistic work in 2009: Second Place in Photography "Print People" for his photo of Helio Castroneves during the 2009 Toyota Grand Prix of Long Beach (featured in *Cal Club News*), and an Honorable Mention in Magazine Event Reporting for his coverage of the 2009 Toyota Grand Prix of Long

Beach (featured in *SOPAC News*). This marks the 6th consecutive year that Mason has been honored by AARWBA for his writing and the first time Mason has been honored for photography. The contest was judged by notables from within the journalism educational community and submissions in these categories were judged "blind," meaning that the submissions were judged without any identifying information attached in order to have impartial judging. "I'm excited to have

been honored again by AARWBA and even more so to win my first national photography award – it was a very cool and special moment to talk with Helio that day and I'm glad that his enthusiasm showed in the photo I took." Congratulations, Larry!



Mason's award winning photo.

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Mason and Mason Judge Miss Diamond Bar Pageant

The Mason's returned as judges to the annual Miss Diamond Bar Pageant as there were 16 new contestants this year. A total of 14 of the contestants had never competed before.

The pageant included interview, swimsuit, evening gown, and final question competitions and the five judges picked Julia Hernandez along with her royal court to represent the City

of Diamond Bar for one year.

Congratulations to Julia and her court!

Sonia & Larry with the Queen and her court and other judges. Photo by Kristi Keuning.



Mason Laps New Racetrack in Southern California

Larry Mason was invited to the media day at the all-new Chuckwalla Valley Raceway in Desert Center on April 23rd. The invitation included the offer to drive the 2.68 mile grand prix style road course. Mason jumped at the opportunity and so did Moses Smith Racing who brought the same Formula Mazda

that Mason raced to a trio of podium finishes earlier in the year at California Speedway.

The track has many types of corners such as: double apex, increasing radius, decreasing radius, and features some elevation changes and banking (off-camber and steeply banked) surprises. CVR

has its own version of Laguna Seca's famous corkscrew which leads directly to a high banked 180 degree "Monza" type turn.

It was an awesome day in a super cool race car on a great new track. For my full review and some behind the scenes YouTube video, go to www.LMRUSA.com.



Mason speeds past the start/finish line in the MSR Formula Mazda at Chuckwalla Valley Raceway. Photo courtesy of J.R. Ibarra.

Fitness Focus

Fitness Tips From Your ACE-Certified Personal Trainer – Larry Mason

In the last issue we focused on core training. Hopefully you've tried some of those exercises. In this issue, we're going to focus on improving our balance and stability. With an ever-aging population and increases in sports injuries, balance is a key factor in leading a healthy happy life.

There are 3 systems that keep our bodies balanced – somatosensory, visual, and vestibular. The first has to do with kinesthetic aware-

ness and the last with your inner ear.

A good way to start is with some one-legged standing drills. Hold a steady pose for 30 seconds alternating each leg. Progress to moving your head up, down, and side to side. Keep up the progression with closing your eyes. For an advanced progression, do this on an unstable surface such as on an inflatable disc or rocker board.

Another exercise to do involves walking an obstacle

course. Use a combination of height differences (such as a Reebok® step), unstable surface variations (inflatable disc) and direction changes. Continue your progression by tossing a medicine ball while you complete the course.

The muscle in front of your shins (tibialis anterior) plays a crucial role in balance. It is this muscle that dorsiflexes the foot that can help you catch a fall. Sit with legs at a 90° angle and with your

heels on the ground. Lift the ball of your foot. Do as many as you can in one minute then switch feet.

These are the basics. For more information on how and when to advance, please contact me. And remember, always check with your physician before starting any exercise program. If you experience pain—stop! For more information or for a FREE no-obligation fitness consultation, contact Larry at: Lmason@LMRMC.com.

Car Lines Quick Take—2010 Mazda 3i Touring 4-Door

In this Quick Take version of Car Lines, my goal is to give you, the reader, a complete car review in less than 600 words. Let's hop in and go for a ride!

The all-new redefined, reengineered and restyled 2010 Mazda 3i Touring hits the streets as the bread and butter of Mazda's lineup. Fully one third of their worldwide sales belong to the 3. It's easy to understand after you drive one. I was really impressed with the PZEV, 2.0-liter variable valve timing engine. It's as smooth as silk from idle to redline and feels like it produces more torque than it actually has. It's rated at 144 hp @ 6,500 rpm and 132 lb-ft of torque @ 4,500 rpm. Couple that with EPA mileage estimates of 25 city and 33 highway means that you have fun and efficiency. I averaged 32 mpg on my mostly highway trip out to the new Chuckwalla Valley Raceway in Desert Center, California.

That long drive let me test the seat comfort and I was really impressed after six plus hours behind the wheel. The cloth seats are firm and provide nice lumbar support as well as decent side bolsters to keep you in during spirited driving. The ergonomic layout is fair as I kept finding myself reaching to lower the rear window instead of the front window and moving my elbows from either side armrests because of the firmness of the armrests. This particular Mazda was equipped with the optional and fantastic Bose Centerpoint 10-



L. Mason photos

A smiling front fascia replicates my reaction after driving the 3.

speaker surround sound system coupled with Sirius satellite radio. What a blessing for long drives! In case that's not enough entertainment for you, there's also a six-disc CD player, Bluetooth audio and auxiliary input. Driving out in the desert I was somewhat dismayed by the lack of a temperature gauge, but I guess the only thing I had to worry about was whether or not the idiot light would come on. It didn't, so many happy trails were had. Trunk space is ample and includes more space with the 60/40 split fold down rear seats.

Driving this little sporty four-door was fun. Docile in the city and spry on the twisty bits, the 5-speed manual shifter was a pleasant surprise for me as most vehicles on the road today have automatics. The shifter feels a bit rubbery and the clutch pedal throw is quite long and I never felt like I was able to smoothly moderate the engagement. I'm sure after a week of city driving, it would become second nature. Brake pedal modulation is also rather touchy,

but again, more seat time would solve that. Body lean is minimal under normal circumstances but becomes nearly excessive when pushed to its limits. Pitch fore and aft follows the same trend. Steering feel is excellent, it's well modulated



Steering wheel mounted controls, stalks for lights/wipers, and a simple tach/speedo keep things simple.

with great on-center feel and responsiveness. Perhaps the Bridgestone Turanza 205/55R16 tires had something to do with that. An added bonus was the tight 35.8 foot turning diameter. The interior is fairly quiet until you get to a stretch of rough road. This is about the only time you'll realize that you're not in a luxury car from a noise standpoint. I wouldn't call it excessive,

but if your daily drive features mostly bad pavement, you might be in trouble here. An impressive list of standard safety features include: dynamic stability control, active front headrests and a five star frontal crash rating.

All in all I found this to be quite the pleasant little car that felt nimble and responsive along with being efficient and stylish. The base price is \$17,875 and this one including fog lights, Bose, Sirius satellite radio, six-CD changer and moonroof tops out at \$20,775.

From this driver's perspective, I give this car a thumbs up. Zoom-Zoom!



The center console continues the simple and well thought out layout.



Mazda 3 and Formula Mazda—Choices, choices!



Put your company on the marketing fast track TODAY!

Web Special—If you'd like to be notified of when the next MRN Newsletter will be posted online, then send an email to info@LMRMC.com.

You'll receive an email with a direct link to the newsletter. You can opt out at any time.

"Unless you're leading, the scenery never changes." Larry Mason

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AND CHECK OUT WHAT'S NEW!

2010 Upcoming Events

Team LMR is actively seeking marketing partners to enter the 2010 Indy Racing League Firestone Indy Lights Championship. This series is "The Fast Track to Indy!"

YOUR NAME HERE! Find out how your business can generate Return on Investment by joining **Team LMR**—please **contact Larry Mason today!** Start earning your rewards NOW! (see below)

Thanks for your support.

Team LMR Quarterly Contest

Name the two venues that Mason had his MSR Formula Mazda on display in April and win a pair of POLAR ear bud retractable headphones.

Send your correct answers to:

Info@lmmc.com

For complete rules, visit www.LMRUSA.com/QtrlyContestRules.html

Our goal is to deliver maximum Return On Investment for our clients by cultivating long-term partnerships with the utmost integrity, concern, passion and commercially-viable value-oriented results.

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Enjoy the Benefits of Being a Team LMR Insider!

As you know, motorsports today is driven by sponsorship dollars as much as it is by the actual race car drivers. With that in mind, Team LMR has come up with a unique and special offer that benefits anyone who provides qualified sponsorship referrals and leads.

Here's how you'll benefit:

When you provide a

"qualified"* referral to LMR you will be rewarded with everything from a commission based on the amount of sponsorship signed, shifter kart seat time, or professional driver coaching—your choice! Contact LMR today for additional details and start reaping your rewards!

Any lead or referral that leads to a sponsorship signed will generate an ad-

ditional bonus for you.

Open your contact list and act now!

* A qualified referral includes name, title, company, address, phone, fax, email, and a personal introduction from you.

* A qualified lead contains the referral information minus the introduction.

"... motorsports today is driven by sponsorship dollars ..."

Coach's Corner

Larry Mason has coached race car drivers in everything from go-karts to Indy cars. These drivers have won multiple championships. Recently, Mason spent some time with Brad Bernstein and the US Racetratics team helping him get up to speed in a Formula Atlantic race car. He drove the same car that IZOD IndyCar Series driver Simona De Silvestro won with in the pro series last year. Besides observing from different areas on the track, Mason coached Bernstein on the radio, and in driver debriefs after the lapping sessions. Bernstein went on to win overall in the SCCA FS class the following weekend!