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Mason Re-Signs with Polar and Bell for 2012

Larry Mason is very happy and proud to announce that he has extended his marketing partnerships with Polar Heart Rate Monitors and Bell Helmets for the 2012 racing season.

“My first Formula Atlantic race back in 1994 is also my first time using a Polar Heart Rate Monitor. I found out about Polar through the sport of triathlon and found that the unit could be a valuable asset to my auto racing career. By monitoring my heart rate inside the race car during a race, I found out exactly what my fitness program needed to be outside the car so that I could be more effective during races.

The most important muscle in your body is your heart—and



Larry's latest Polar Heart Rate Monitor and new Bell helmet keep him “in the zone!” Photos courtesy of Polar and Bell Racing.

Polar ‘Listens to your body.’ I began my racing career in Bell Helmets and have trusted them exclusively for my protection since 1984. I am currently using a Bell Domi-

nator.2 auto racing helmet and a Bell cycling helmet. As I always say, ‘How much is your head worth?’ I always want the best and Bell certainly has it.”

Sonia’s View From the Passenger’s Seat

The Miss Diamond Bar pageant is always one of my favorite events. Larry and I are always so honored to be amongst the judges who will select the next Queen and Court. Some of you may not know but I met my first Miss California USA pageant when I competed representing my city as she was assigned as my roommate. The competition was a very positive experience for both of us because of that. This year’s competition

was BY FAR the most difficult Larry and I have judged. I was truly at a loss (and for me to say that, it’s huge) as to who did the best in interview – which is where we really get to know the contestants. They were all articulate with high scholastic achievements, (some with 4.0+ GPAs), were ready to discuss cul-



Sonia and Larry (far right) with the new Queen and her Court at the 2012 Miss Diamond Bar Pageant. Photo courtesy of Joelle Leder Photography.

tural and political issues, and carried themselves

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Fitness Focus

On Two Wheels

It's been a competitive year for both Larry and Sonia, as they have been competing in numerous triathlons, duathlons, and other fitness events. Both of them have been taking advantage of the vast amounts of data available via their Polar heart rate monitor products.

For example, with the RCX5, you can gather information from a GPS sensor, stride sensor, and speed and cadence sensors from the bike.

With the stride sensor, you can see your pace/speed in minutes per mile or mph. It also gives you your average stride length, cadence and running index. The running index number goes up as you become more fit and efficient.

Larry has also taken advantage of his new Polar power meter on his bike and new Polar CS600X cycling computer. The cycling computer not only gives you speed and cadence, trip distance

and time like you would expect, but also gives you power in Watts, left/right pedal balance, altitude and gradient in degrees and percent. It also has pedaling index which is an efficiency factor in how well you complete your pedal revolutions.

During the competitions Larry has seen his pedaling index go up along with his peak power. "It's great data to have to help you improve on your previous perfor-

mances. So far this year I've been averaging (and improving in each race) over 200 Watts during races and peaked at just shy of 700 Watts!"

Sonia has won or placed in the top 5 in her age group (including one overall first female finish) in most of her duathlons this year and qualified for the Duathlon World Championships for the second consecutive year!

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

Summertime means bathing suit weather. Can a normal person flaunt a rock-hard body? If you've watched infomercials on TV lately, you've probably been drawn in by P90X, Insanity Fitness, and other high-energy massive body transformation exercise programs that guarantee you to have a great body within weeks. Do these programs really work? Are they for you? Let's take a quick look at the most popular—P90X.

The American Council on Exercise utilized the Uni-

versity of Wisconsin, La Crosse to perform an independent study to see if P90X really worked.

Main elements of the P90X program include engaging muscle confusion along with high-intensity interval training (HIIT). Muscle confusion is essentially training muscle groups in a multitude of ways each time so that the muscles are continuously having to adapt. Of course, half the battle of getting lean is fought in the kitchen. You won't see those six-pack abs if

you still have too much fat.

The study proved P90X to deliver body transformation improvements as gains were made by following the exercise protocol. However, there are some caveats before shelling out \$120 for the 12-DVD set.

There's a greater risk of injury and burn-out with HIIT. Also, since it is an unsupervised program, there's a greater risk for poor form which can lead to injuries. For the com-

plete review, visit: <http://www.acefitness.org/certifiednewsarticle/1865/does-p90x-really-bring-it/>.

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:

info@LMRMC.com.

Sonia's View continued

with extraordinary composure. In the pageants I have judged previously, usually at least one contestant will "crack" during the interview due to the pressure, but not this time. I was very impressed; even more so when I learned that for most, this was their first "real" interview situation.

The live finals show was attended and supported by Diamond Bar's top local government officials along with state govern-

ment representatives. The outgoing queen and her court received numerous accolades for their community service as representatives of the city and it was clear that those presenting the awards were proud of the work these outstanding young women had done.

After the opening number, the contestants introduced themselves and thanked their sponsors (in order for the judges to see how well they handle a public speaking situa-

tion), then we had the fitness and evening gown competitions. And the heels -- wow! The multi-colored platform heels (looked to be 5+" were perfectly coordinated with the evening gowns. Kudos to the ladies for pulling that one off! The contestants were whittled down to the top 5 which brought on great joy for the girls in it as the top 5 is really, the queen and court selection. Usually at this point, it has been my experience that we can see the winner rise from

the group with her stage presence. In this case, the top 5 were all equally outstanding and handled their questions well so we had to look a bit closer at their overall performances. It is a sobering responsibility as a judge to be given the opportunity to change a young woman's life (and her director's!) so voting is never taken lightly. The young women who will represent the city this year have a large task but we as judges are confident they will be successful.

Late Breaking News - Team LMR Acquires Formula Mazda

Team LMR has acquired a Formula Mazda race car to compete for wins in both amateur and professional racing events for the remainder of 2012 with an eye on the championship in 2013. "I've really enjoyed racing Formula Mazdas prepared by Moses Smith Racing over the last few years. I know that every time I strap into the cockpit, the car is capable of winning. This was proven true by our winning the 2008 Formula Mazda Challenge West Championship."

Moses is now based in Texas and is currently running Texas Autosports

which specializes in Formula Mazda. "He's also the manufacturer of these racecars so I know I'll never have to worry about spare parts!"

The chassis *Team LMR* acquired has been shipped to Texas Autosports and will be based there in the near term.

"We'll have to evaluate whether or not we want to run the car locally with *Team LMR*, or continue to run with Moses Smith Racing and Texas Autosports. There are positives on both sides of that equation, but the main thing is to be able to

properly service our marketing partners and be competitive at every event. This acquisition now gives *Team LMR* new opportunities to reward sponsors with seat time in a true open wheel winged race car. It's essentially a scaled-down IndyCar."

For more information on



This is how the car looked prior to delivery. Stay tuned to www.LMRUSA.com to see the new livery. Photo courtesy of Ed Christiansen.

how your logo can adorn this race car or use it as a marketing tool, please contact *Team LMR*.



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You'll receive an email with a direct link to the newsletter. You can opt out at any time. We will not rent, sell, or loan out your email address.

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

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AND CHECK OUT WHAT'S NEW!

Our goal is to deliver maximum positive 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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Join **Team LMR** today!

Team LMR is actively seeking marketing partners to enter the 2012 IndyCar Firestone Indy Lights Championship season finale at Auto Club Speedway in California September 14th. This series is part of "The Mazda Road to Indy!"

YOUR NAME HERE! Find out how your business can generate positive Return on Investment by joining **Team LMR**—please contact Larry Mason today!

Thank you for your support.

We Welcome Your Feedback!

Write us at:

info@lmrmc.com

We look forward to hearing from you soon!

Shifter Kart Testing - Back on Track

It's been a while since I last had my shifter kart out on track. In fact it's been way too long. The good news was that the kart was sitting in my race trailer. The bad news is that it needed some maintenance to be race ready.

Enter Jim Webb of Jim Webb Motorsports who was able to go through the kart top to bottom and front to back to get it ready to pound some laps at the kart track.

We scheduled a day and

had a blast rocketing around the race track on a 90+ degree day at Willow Springs in the high desert of Southern California.

We ran multiple sessions and gathered data via the on-board computer for driver improvement purposes. We also ran a simulated race distance complete with warm-up lap, start and cool down lap after the checkered flag. Perhaps the best part was attaching my GoPro camera to the front of the kart



Photo courtesy of Jim Webb

to capture some on-board video of the race track. I've edited the footage down to one lap so you can see for yourself how much vibration your body absorbs in there. I'm ac-

tually surprised that it looks so smooth! Go to the **Team LMR** homepage (www.LMRUSA.com) to check out the video.