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Team LMR Brings Formula Mazda Prep In-House!

Since Larry Mason began his racing career, half of his championships have been attributed to his own team's car preparation and trackside support. For 2013, that will be the case once again. "I'm excited to be bringing everything in-house again for 2013 as it will allow Team LMR to have complete control over all aspects of car preparation, transport, and trackside support," said Mason. One of the major benefits will be the ability to take advantage of bringing the race car to sponsor appearances, car shows, and



Larry Mason's Team LMR will be the sole provider of race preparation and trackside support for the 2013 season. Photo by Dennis Baer

numerous other marketing events. Stay tuned as you'll soon see a new paint scheme, and a dedication to preparation that

will give Team LMR another shot at Victory Lane!

Sonia's View From The Passenger's Seat

As we move into the 2013 race season, the planning process is a bit more exciting knowing that all the race prep and arrangements will be handled solely by Team LMR.

We've had the pleasure of working with some wonderful teams in different classes while winning races and championships over the years, but there is nothing more satisfying than managing the process from start to finish.

Crew uniforms and the race car's paint scheme are also currently in the design process as well, so we have left no stone unturned.

People who have worked with Larry know that he is always looking out for his sponsors first—how to get them the best exposure, etc. That is another reason why we are excited about our in-house team: we will be able to get out there and do even more

for our sponsors. Sometimes community events and other appearance / fan opportunities come up at the last minute and so it will be great to just pick up the race car and take it out as it's housed locally now (instead of out of state).

As with any sport or business endeavor, it's important to surround yourself with people who not

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Appearances

Larry and Sonia Mason set up the Polar booth for a triathlon team kick-off meeting in Burbank, California. Joining them for the event was another Polar brand ambassador and the local territory sales rep for Polar.

Approximately 200 people were there and asked many questions about all of the Polar products. Some beginners just wanted something very simple while the more experienced multi-sport endurance

athletes were motivated by the amount of data capable with higher-end units.

It was non-stop busy from the time we set up until the time we tore down the booth. All-in-all we were there for about 5 hours answering questions and helping guide and direct the people towards purchasing the right unit for them.

Larry also volunteered at the Muscular Dystrophy Association Muscle Walk

at Griffith Park in Los Angeles wearing Polar apparel and working the registration booth. The event was an overwhelming success bringing in over \$60,000!

Sonia competed in the Disney Tinkerbell half-marathon while Larry coached from the sidelines with both in Polar gear.



Larry, Polar TSR Laura, and Sonia work the Polar booth. Photo by DTT

Fitness Focus

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

As the cold weather and long nights hang on a bit longer, spring and summer are right around the corner. Typically, this means more outdoor activities. Let's talk about active warm-ups, exercise sessions, and proper cool downs. In the old days, people would tell you to stretch before going out to exercise. Research has found that you may do more damage than good doing this. If your body is cold (not-active) trying to stretch a muscle can sometimes lead to tears—

not only in the muscle but in the tendons and ligaments too. It's better to do a light warm-up followed by increasing intensity to bring some flexibility into the muscles. The best analogy I have is this: You wouldn't start your car on a cold day and then drive pedal to the metal. That's not good for it. Take the time to warm up slowly with some walking, and then gradually increase the intensity to get into your routine. If you feel you must stretch in the beginning, wait at

least five minutes into your warm-up and then do so. Keep in mind that for some competitive sports, this can actually reduce the muscle tension spring-back that assists in certain explosive movements.

When the exercise session is complete, make sure you don't just stop. That would be very hard on the heart. For example, at the end of a running event, continue to walk around and then stretch. This makes it easier on the heart.

Remember to 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.

Hospitality Opportunities Abound for 2013!

Upcoming races at Auto Club Speedway (nee California Speedway) and Buttonwillow Raceway Park will provide the backdrop for exciting racing action as well as a place that's conducive to entertaining business clients, employees, as well as family and friends. Think about it: your car and your driver showcasing your company's logo or perhaps that special gift that's almost

impossible to come up with! Imagine birthday wishes, anniversary wishes, or your own special message displayed on the side of the *Team LMR* Formula Mazda. But wait there's more. While the car is on the race track, you and your associates, family and friends can be catered to with fresh wholesome food and drink while enjoying a relaxing day at the races.

Make a weekend out of it and double your exposure. Entertain business clients for the race on Saturday, and then provide that special gift for your special someone on Sunday for the second race of the weekend.

Want more, how about a private track day where you can drive either a 125cc shifter kart with a six-speed transmission and/or get behind the

wheel of the *Team LMR* Formula Mazda with private coaching from championship winning driver Larry Mason.

Food, drink, your name on the side of the car—wow what a weekend. Please contact *Team LMR* today for more information. We'll be happy to tailor a custom package to suit your needs. Contact *Team LMR* today at: info@lmrmc.com

Sonia's View, continued

only share your dream but believe in your potential to succeed. Teamwork and chemistry is vital for success. Fortunately, Larry will continue to build the foundation of his team based on that principle. It's been very rewarding so far to see this vision materialize during the process of putting that group together. In this business, having people who support you and want you to succeed is a big part of the overall effort.

Hospitality is another aspect that will be impacted in a positive way. *Team LMR* will continue to have its own hospitality area at selected events in the

race paddock with the additional benefit of having exclusivity for our guests. This will enhance the experience for our VIP guests and sponsors by providing a relaxed at-

mosphere close to the action.

This is just a taste of what's to come and we will be providing updates on our social media sites

as we get closer and closer to our first race of the season. As always, thank you for your support and we look forward to having you come out to Larry's next race!





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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 join us as we race towards an SCCA National Championship and enter the 2013 Firestone Indy Lights Championship. This series is the final step in 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!

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info@LMRMC.com

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We look forward to hearing from you soon!

Tech Tidbits—An Inside Look at the **Team LMR** Formula Mazda Chassis

Beneath the aerodynamic exterior bodywork and wings (front/rear) is an incredibly stiff tube-frame chassis that is designed with crash safety and repair expense in mind. The Star Formula Mazda is a "spec" chassis which means that every car is built to identical specification. This puts the onus on the driver and crew to engineer the ideal suspension, tire, and aerodynamic setup to get the greatest speed out of the car for qualifying and the race. The main structure

of the chassis also comprises the foundation for a front and rear roll-hoop just in case of an upside down landing and also to prevent another car that might have been launched to come crashing down on the driver. Triangulation of the numerous support beams add in torsional rigidity which allows for an ideal suspension design. Furthermore, "shear plates" are also installed at all four corners that helps reduce repair costs. In case of an accident, these

aluminum plates are designed to shear off cleanly so that the main frame of the car stays intact. Aluminum panels protect the driver from side intrusions as well as fluids like fuel, hot water, and oil.



In this side view photo, all bodywork is removed to aid in preparation for racing as well as a thorough nut and bolt check. Every nut and bolt is inspected for proper torque. Photo credit: Larry Mason