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“Racin’ with Mason” Live on Ohana Road Radio - ESPN Honolulu

Starting on April 20th, Larry Mason has been featured every other Saturday on the *Ohana Road Radio* program live on ESPN 1420 AM radio in Honolulu, Hawaii. The ‘Motorsports Roundup’ segment brings the latest racing news from around the world to listeners in Hawaii.

Exciting events like the Indy 500, Pikes Peak International Hill Climb and of course the Toyota Grand Prix of Long Beach (the site of Mason’s first broadcast) have all provided plenty of

material for the listeners to get up to speed with.

Mason is sharing the gig with veteran motorsports broadcaster Kay Presto. Mason and Presto teamed together a few years ago to perform 57 broadcasts live from the Toyota Grand Prix of Long Beach on XTRA Sports 1150 AM Los Angeles. To listen to any of the recent shows, just visit the Team LMR Facebook page for links and times. If there’s a racing series you



want an update on, please let us know.

If you’re in Honolulu you can catch Larry’s segment of the show at approximately 11:10 am every other Saturday.

Sonia’s View From The Passenger’s Seat

As announced on the Team LMR Facebook fan page, Larry is now a bi-weekly contributor to the live broadcast of Ohana Road Radio ESPN 1420/1500 AM in Honolulu. The show features car reviews and now Larry’s “Racin’ with Mason” live phone segment (as the show’s hosts have dubbed it – I think it’s catchy). It is a roundup of the latest news in the world of motorsports. Links to

past show broadcasts are on our FB fan page: facebook.com/TeamLMRUSA.

In the midst of preparations for the upcoming race season with Team LMR, we decided to take a little break and watch the Indy 500. That was a great race, and not only because I picked the winner—Tony Kanaan (yes I am bragging). I also got to watch the competition on Pole Day; it was

truly inspiring to see a one-car owner/driver (Ed Carpenter) earn the pole. We too have a great car (check), a great driver (check), great sponsors and fans (check and check) – so there’s no reason we can’t do the same in our series.

Not that this newsletter is all about me, but after a somewhat lethargic (athletically

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Appearances

Larry Mason gave a presentation on the benefits of heart rate training and had a Q&A session at a corporate luncheon set up by Sonia.

The lunchtime seminar was in their commissary where interested participants came to learn and ask questions.

Originally slated to last half an hour, the session started 15 minutes early and went an additional 15 minutes due to at-

tendee interest.

In addition to handing out literature on training with heart rate and Polar product catalogs, Fitness tests were also conducted at the conclusion of the event for those who were interested in finding out their VO2 Max scores via the Polar Fitness Test.

All-in-all it was a very successful meeting and hopefully just the start of many more to come.

If you or your company is

interested in having Larry come out to explain the benefits of heart rate training to you or your employees, please contact **Team LMR** today. We have Free literature that explains the training zones as well as the capability to perform fitness tests to find out your current fitness level.

Contact **Team LMR** today at:
info@lmrmc.com



Larry and Sonia teamed up to work the Polar booth. Photos by S&L Mason

Fitness Focus

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

Weight training, aerobic training, high-intensity interval training and a myriad of other types of training are all part of a balanced fitness program when tailored to each individual. There is one other part of a balanced fitness program that is typically not talked about or ignored entirely and that is – recovery.

Each time you lift weights you're tearing down your muscle fibers. With rest and recovery, that is when your body adapts to this stress and rebuilds

stronger than before. It is the rebuilding process that makes you stronger. If one were to continuously exercise without getting a proper recovery, that is when overtraining leading to injury, sickness, and fatigue are much more likely.

The second part of the recover equation is nutrition. Studies have shown that replenishing your body with nutrient dense foods within 30 minutes post-exercise has the greatest benefit in recovery. Foods high in anti-

oxidants are also specifically recommended to help offset the oxidative stress the body has been put under. This is particularly the case when endurance training.

In fact, most professional triathletes will often be found with their legs elevated above their heart relaxing while drinking in a post-workout smoothie.

This may not be feasible for most people so another key factor in recovery is sleep. Studies have also shown that those people

who get at least 7-8 hours of sleep are less likely to be over weight.

So the next time you hit the gym or the trails hard, reward yourself with some good food and rest. Your body will thank you for it.

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 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 yet exciting 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 the *Team LMR* 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

speaking) first half of 2013 I'm determined to get back into shape so I've enlisted Larry's personal fitness services to help me in that process. I spent the first part of the year in recovery (from last year's cycling accident) and finishing my first academic degree – in fact, I graduated just a few weeks ago. My mind is ready to compete in multi-sport again (it's that pageant mentality) but my body is not, so we are working back to fitness slowly. Larry often reminds me, "Just because you can, doesn't mean you should." That is a bit frustrating but I know

that soon I will be able to see results. One of the great things about working with Larry as a trainer is that I don't have to think about what I need to do at my

next workout because Larry's got it covered. I also can't cheat either as my Polar RC3 GPS and RCX5 GPS data is downloadable on polarpersonaltrainer.com

and Larry gets to review it remotely. Larry then adjusts my fitness program based on the results. I can also do a fitness test on my units to gauge my cardiovascular fitness (VO2 Max) which I just love because I don't have to do anything but lie there quietly for 5 minutes while Polar does all the work evaluating me. Wish all my workouts were like that!



Sonia is determined to get back into world class shape after an extensive layoff due to injury. Photo by L. Mason



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. We will not rent, sell, or loan out your email address.

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

VISIT

WWW.LMRUSA.COM

AND CHECK OUT WHAT'S NEW!

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!

Contact us at:
info@LMRMC.com

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We look forward to hearing from you soon!

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

If the car is not handling well in high-speed corners, drive faster! The faster you go, the more aerodynamic downforce is applied. Of course there are limits to everything and compromises when it comes to more grip with an increase in aero drag. The Formula Mazda has adjustable front and rear wing angles along with different sized "Gurney flaps." The wing can be angled down for more downforce, yet the price you pay is in increased drag. The more you flatten

the wing angle, the more top speed you can attain, yet you lose some of the aero grip in the corners. Figuring out the best compromise for each particular race track or course configuration can be challenging. In fact two totally opposite set-ups might net you the same lap time, yet one would be better on tire longevity and the other for making it easier to pass due to increased top speed. Keep in mind, braking performance is also affected by the wing angles.

More wing angle equals more braking capability which can also help in passing. As you can see, it can get quite complicated with trying to achieve the best compromise, yet with the ultimate goal being clear; it's a puzzle worth trying to solve!

Here are the adjustment rods (above right) to increase or decrease wing angle in the rear. The Gurney flap (right) is visible here on the trailing edge of the front wing. Photo credit: Larry Mason

