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Strong Start to Season for Team LMR!

It was a very busy and intense off-season as Team **LMR** worked to prep the Formula Mazda for a full season of racing. “We learned a lot from our outing at Auto Club Speedway in November and worked hard to follow-up on everything we discovered there,” said a very busy Mason. The season kicked off in top gear at Auto Club Speedway with SCCA U.S. Majors Series Western Conference action. It was a very competitive and strong field of cars and Mason started the weekend right by posting the

second fastest time in the first practice session. Unfortunately, everyone else got quicker as the weekend progressed so Mason and the team had to accept two, fifth-place finishes for the first race weekend under the Team **LMR** banner.

Next up was a double event at Buttonwillow Raceway Park where Mason has plenty of time on track, yet hasn’t raced there since September of 2012. “We were trying to get through the weekend on one set of used tires,



Mason gets a champagne shower on the podium in Arizona. Photo by Tom Engelsman

but when the wear bars disappeared, we knew we had to switch *Continued on p2*

Sonia’s View From The Passenger’s Seat

As our first full race season in the Team **LMR** Formula Mazda is green flagged, I can’t help but be excited as to what the season will bring. Larry is in his element at the race-track, and as of this printing, he is leading the points race in both the divisional and regional championships. Not a bad place to be, but there is still a lot of work to do in order to keep those rankings through to the end of the season. Since the last issue of *Mason Racing News*, Team **LMR**

has had five race weekends (10 races): 10 top-5 finishes, 6 podiums, and 3 wins. Larry also had 3 “fastest race laps.” Not bad, and we are just getting started! By the way, if you haven’t caught the edited video recaps of his races on his YouTube channel (YouTube.com/TeamLMRUSA), you are missing out! There is some great race footage on there from Arizona and it will give you a taste for a day in Larry’s “office.” If you like what you see,

subscribe to the channel, or better yet: contact us at info@lmrmc.com to come on board as a sponsor – it’s not as expensive as you might think (rates start at \$100)! Our Facebook fan page (facebook.com/TeamLMRUSA) is also growing and we appreciate all of the loyal and awesome Team **LMR** fans. If you haven’t been to our fan site, come on over and check it out!

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Strong Start *continued*

to a fresher set. On the old tires, Mason finished second and on the fresher set, after qualifying second, he jumped into the lead at the start and pulled away for the win.

Round two of the SCCA U.S. Majors Western Conference Series took place at Inde Motorsports Ranch about an hour and a half east of Tucson, AZ. Mason had never been to this track before and due to severe weather en route was only able to arrive in

time for Friday afternoon practice. He took that opportunity to learn the track and understand the nuances that determine where you place the car and how to drive through specific corners based on bumps, camber and other factors. He qualified fourth for the first race and immediately jumped into third. After stalking second place for a few laps he was able to make the pass and move into second. The now third place

driver filled Mason's mirrors for multiple laps and took a look inside the tight right hand hairpin before the front straight but was never able to get close enough. He ended up missing a shift which allowed Mason to pull away and earn second place. In Sunday's race, Mason qualified second but was passed on the first lap and demoted to third. Again



Mason receives the checkered flag prior to his victory lap.
Photo by Sonia Mason

Mason bided his time and looked to see where he had the advantage. After seven or eight laps he made the pass and held second to the finish. It was a great result towards qualifying for the SCCA Runoffs.

Race Results Bonus

More Wins and Runoffs Prep

After adding two more victories at Willow Springs in March, Mason is currently on top of the point standings in the Formula Mazda class in both the Cal Club regional and divisional points standings. A former track record holder there, Mason used his experience to get up to speed quickly. "It was a very smooth event where everything went according to plan," said Mason. "These kinds of races don't happen too often so you have to take advantage of them when

they present themselves. You never know what can happen on a race weekend as part failures, accidents, or something else is always a possibility so we're grateful for the smooth sailing!"

The opposite of smooth sailing took place less than a week later when Mason took to the track at Mazda Raceway Laguna Seca for a double race weekend Runoffs qualifier event. During the first practice session on Friday, Mason was black-flagged due to a sound

control violation. After procuring an extra muffler from another competitor, Mason went out for qualifying and was nailed again for sound. Not a good way to start a weekend. After numerous tweaks to the exhaust system and multiple hardship laps. Mason was able to start the race albeit in next-to-last place. He carved his way through the field to finish fifth.

Rain pelted the Monterey area overnight and that left standing water at the

apex of Turn 3 for Sunday's race. Mason (who qualified sixth in class) and the rest of the field managed to slip and slide through the hazard all race without incident. Mason worked his way up to fourth and was closing on third but wasn't able to get by a couple of prototype cars in front of him so he had to settle for fourth. After Friday's challenges, two top five finishes were welcome results and also provided good preparation for the Runoffs.

Hospitality Opportunities Abound for 2014!

The 2014 racing season is underway and this is your opportunity to enjoy exciting racing action and exclusivity in 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. How can you give 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 opt to be catered to with fresh wholesome food and drink while enjoying a relaxing and fun day at the races in the midst of excit-

ing racing action.

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: www.LMRUSA.com.



Larry Mason Back on the Air with the Motorsports Roundup!

Larry Mason is back on the air live to Honolulu every other Saturday for the "Motorsports Roundup" segment which is referred to "Racing with Mason" on the *Ohana Road*

Radio program. This show is hosted by Bill Maloney and Ed Kemper and is broadcast on NBC Sports Network in Hawaii every Saturday morning. Mason shares the Saturday time

slot with the talented Kay Presto. "We take turns and do the program every other Saturday," said Mason. Presto has worked with Mason in the past performing PR duties for

his Indy Lights campaign and they continue to collaborate on a number of projects. Mason is a contributing editor to Presto's CarsAndCompetition.com website.

Win a Firestone Racing Hat!

There were no winners in the last contest so **Team LMR** will be giving away two Firestone Racing hats in a random drawing based on correct answers to the puzzle on this page. One hat will go to those who read this newsletter online and one will go to those who get the printed version of *Mason Racing News*. All

correct entries must be received by 04/30/14. Good Luck!

Hint: All answers are in this newsletter.

To answer correctly, list answers by number and send via email or in printed format delivered by USPS before the deadline.

- 1) What **Team LMR** sponsor listed on the front page has a tagline and what is it?
- 2) Sponsorship of **Team LMR** starts for as little as _____ dollars?
- 3) What FM race car part is featured in Tech Tidbits this issue?
- 4) Name the five race tracks Larry competed at so far this year.
- 5) What is the name of the radio program Larry broadcasts for?



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 the SCCA Runoffs and enter the 2014 Indy Lights Presented by Cooper Tires series that 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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[Youtube.com/TeamLMRUSA](https://www.youtube.com/TeamLMRUSA)

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 - Brakes

How much horsepower do you have? What's the zero-to-sixty time? What's your top speed? These are typical questions I get asked about my race car. Rarely does someone inquire about the braking system. After all, brakes only slow you down, right? Exactly. The Team LMR FM has a four-wheel disc brake system. Aluminum calipers save weight, and floating rotors make brake changes relatively easy. The team is currently using Hawk racing brake pads that are de-

signed for rapid heating and cooling. The overall braking system gets quite an abusive workout. At Auto Club Speedway, Mason went from a top speed of 143mph down to 51 mph in just a few short seconds and roughly 300 ft.! This rapid heating and cooling can really take a toll on rotors, pads, and fluid. In fact the fluid the team uses is rated to a 600 degree F boiling point!

At Buttonwillow in February, the team discovered

that one of the rotors had cracked. Fortunately, another team had a spare to lend and Mason won the race using the borrowed rotor. After that race, all new rotors, bolt kits, pads, and caliper rebuild kits were ordered for the next event. The key to going fast on the track is to never use the brakes because they truly do only slow you down, but when you need them, they must work reliably and efficiently to sup-

port the compromise of the best overall lap time.



Arrow points to crack in the rotor. Photo by Larry Mason