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Mason Qualifies for the SCCA National Championship Runoffs!

In April *Team LMR* took to the track again for the fourth round of the U.S. Majors Western Conference Series at Buttonwillow Raceway Park (near Bakersfield, CA) with the goal of qualifying for the SCCA National Championship Runoffs. A full field of hungry drivers were chomping at the bit to gain those valuable points needed to qualify and Larry Mason was one of them. In qualifying for the first race Mason turned in a pretty good lap time but ran out of gas on course with some time remaining on the clock and had to be

towed in. When he arrived in the tech impound area, the track announcer said on the PA system so Mason could hear—"the good news, is that you qualified on pole position!" That was great news - however it was short lived. When the tech inspectors weighed his car, he was just a few pounds underweight and his qualifying time was disallowed. He would have to start last. At the drop of the green flag, Mason was in a perfect position to view a major pileup in Turn 1 with multiple cars getting airborne. He was able to pick his



Larry's view from the back of the grid. Larry, Sonia, Tom and Stella enjoy the success post Victory Circle. Photos by Sonia Mason & Mike Anderson

way through the wreckage and pass some cars

Continued on page 2

Join *Team LMR* and be Part of a Winning Team!

Yes—you can have your name on the *Team LMR* Formula Mazda for the SCCA National Championship Runoffs at the picturesque Mazda Raceway Laguna Seca circuit near the beautiful Monterey Bay in northern California. Live streaming video is just one of the highlights. By becoming a sponsor, you will align your company with a proven winner. This marketing program provides a platform for both B2B and consumer-

oriented sponsoring clients to increase sales, improve product exposure and distribution, strengthen brand image, and enhance employee motivation. Our *Team LMR* hospitality area provides an atmosphere conducive to generating new business, as well as enhancing existing business relationships. Opportunities abound for experiential activation programs that include promotions, sampling, merchandising, and

coupon/rebate programs. All sponsorships are custom tailored to maximize each client's marketing goals. Packages are more affordable than you might think, so contact *Team LMR* today so we can put your marketing program on the fast track to success! We'll be happy to tailor a custom package to suit your needs. For more information contact *Team LMR* at: www.LMRUSA.com.

Inside this issue:

Mason Qualifies <i>continued</i>	2
<i>Race Results Bonus</i> Mason Scores Four Wins at Two Tracks!	2
Larry Mason Wins Three National Awards!	3
Tech Tidbits— <i>Team LMR</i> Formula Mazda—Engine	4
Web Special	4

Mason Qualifies *continued*

after the crash. He knew it would probably go to a full course caution, but by this time he was up to third place! At the re-start, a car in a different class blocked Mason's move and he lost time to the two Formula Mazdas up front. Mason was able to pass that car and set his sights on second place. It's one thing to catch and another thing to pass. Mason was able to catch second place and was going for the pass at the end of the long back straight when

the other driver held a defensive line heading into the Star Mazda corner. Mason would try again a few times but by this time there was traffic that Mason and the second place car had to negotiate. The gap swelled and Mason lost time. However, he didn't give up and kept pushing hoping that the traffic might work the other way. It did! Mason got a good run out of the final corner on the start of the last lap and he was able to make his pass stick in

Turn 1 and held on for second place in the race!

Sunday's race saw Mason qualify second and start on used tires while the pole-sitter started on fresh tires. The pole sitter pulled away to an uncontested victory while Mason had to battle at the start to keep his second place. He did and finished in that position. These two, second-place finishes in a U.S. Majors Series are strong indicators of

Team LMR's potential considering that the season started with two 5th place finishes.

These finishes qualified Mason for the SCCA National Championship Runoffs to be held in October at Mazda Raceway Laguna Seca!



Scan the QR code to watch race video highlights or go to: www.youtube.com/TeamLMRUSA

Race Results Bonus

Mason Scores Four Wins at Two Tracks!

Just because he qualified for the Runoffs didn't mean that Mason could rest on his laurels. *Team LMR* hit the road again to race at Chuckwalla Valley Raceway in Desert Center, CA in the middle of May. For long time readers of Mason Racing News, you might recall that Mason helped open this track up back in 2010 but he had never raced there. For this year's race however, there was a twist—the competitors would be racing counter-clockwise as opposed to the clockwise

direction Mason had done some demonstration laps on. Essentially, this was a brand new track to Mason. Well, he took to it pretty well by scoring the overall pole position for his race group. Although he was out-horsepowered and passed at the start, he kept the pressure on and took the lead and never looked back turning in a winning performance with a new overall track record. That means that Mason drove the *Team LMR* Formula Mazda fastest around the track of all

the cars in every class!

The tire rule of qualifying and racing on the same set was dropped for this weekend as the temperatures hit 108 degrees. That was good for Mason as he had used his race tires hard to win overall. He put a set of medium compound tires on for qualifying on Sunday and went 3 seconds quicker! Pole position again. This time he had a better start and was able to hold off the faster cars into Turn 1 but as he eased off to save his tires, the faster

cars closed in. One of the prototypes ducked to the inside of a decreasing radius turn and Mason gave him room, but a bit too much as Mason got into the marbles and spun. He recovered in time to win his class but finished second overall. All-in-all a great weekend.



Larry burns up the track on his way to victory. Caliphography

Larry Mason Wins Three National Awards!

The American Auto Racing Writers and Broadcasters Association (AARWBA) awarded Larry Mason a first place award in the Radio Feature Program category for his “Motorsports Roundup”

report on the *Ohana Road Radio* program (broadcast via ESPN Honolulu). Mason also earned a second place award in the Podcast/Webcast category for his “Pro/Celebrity and ALMS Interviews” and an-

other first place award in the Photography-Online People category for his “Sato Does Post-Practice Interview” photo published on www.carsandcompetition.com. Mason was truly

honored to be recognized nationally for his efforts. The winners were announced in May at the annual Indy 500 AARWBA breakfast.

Four Wins continued

Auto Club Speedway in Fontana, CA was up next in June and Mason took revenge on his two, 5th-place finishes in January to finish with two poles, two wins, and two fastest laps! Temperatures in the mid-90s made the track slippery compared to January’s event.

Although Mason was out front in the Formula Maz-

da field and finished second overall on Saturday, he wasn’t satisfied with the performance of the car. Mason said, “I was determined to make the car faster. I wanted to leave no doubt that if there was a setup change that could improve our speed, then we should make that change.” And change they did. Mason and crew chief Tom En-

gelsman performed a myriad of changes to try to make the car faster. The car felt more stable once back on track but the lap times remained the same. Mason explained, “We decided to go with a different top gear based on the computer data we had from Saturday’s race. Thanks to Luis Matamoros, my

new dedicated data acquisition laptop that he built for me ran flawlessly. We learned more about the car which will pay dividends for the rest of the season.”



Larry and the Matamoros family (L-R: Karen, Luis and Steven). Photo by Sonia Mason

Win a Firestone Racing Hat!

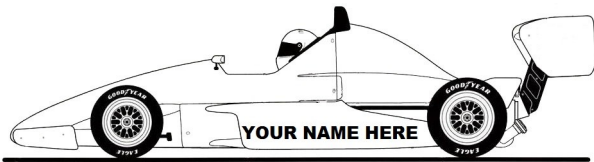
There were no winners in the last contest so *Team LMR* will be giving away two Firestone Racing hats in a random drawing based on correct answers to the puzzle on this page. One hat will go to those who read this newsletter online and one will go to those who get the printed version of *Mason Racing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

correct entries must be received by 07/30/14. 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 is the *Team LMR* sponsor website address listed on the front page?
- 2) How many wins in a row did *Team LMR* score in May and June?
- 3) What FM race car part is featured in Tech Tidbits this issue?
- 4) What is the other name of the Mazda rotary engine?
- 5) What is the name of the radio program Larry broadcasts for?



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

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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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Team LMR is actively seeking marketing partners to join us as we race towards the SCCA Runoffs. Sponsorship begins for as low as \$100! Put your name where the action is!

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!

Sonia's View will return in the next issue of MRN

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

One of the major components of any race car is the engine. Here in the **Team LMR** Formula Mazda, it truly is a focal point. The heart of this race car is a Mazda 13B rotary engine. Unlike an inline four-cylinder or V6 or V8; the Mazda rotary is unique in the internal combustion world. Also known as a Wankel engine, it was originally developed by Dr. Felix Wankel in the late 50's. It was first used in production by Mazda in the 60s. One of the main benefits of this

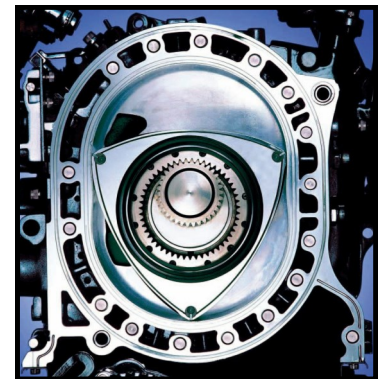
engine is its strong power-to-weight ratio.

This engine and its many iterations have been used by Mazda for years, most famously in the RX-7. These engines rev very easily and because of their design can turn high rpm effortlessly. Reliability is another strong suit. The engines in all Formula Mazdas are built by one engine builder and sealed. This provides for a very level playing field when it comes to racing. The only thing that can be

changed on this engine for tuning purposes are the jets in the Weber carburetor.

This is a two-rotor engine that generates 180 HP. The General Competition Rules set the rev limit to 6,800 rpm. Combined with a 1350 pound minimum weight for the FM (including driver), this allows for sub four-second zero-to-60 times.

Strong power, light weight and reliability are fantastic features to have in a race car. Zoom Zoom!



Side view of a Mazda rotary engine. The intake and exhaust ports are on the left side and dual spark plugs on the right. The triangular shaped rotor travels clockwise on the eccentric for Intake, Compression, Ignition, and Exhaust cycles. In the FM it is a model 13B.

Photo courtesy of Mazda