



Larry Mason and Team LMR Clinch Two Championships!

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Larry Mason and **Team LMR** rebounded strongly from the disappointment of the SCCA Runoffs (see page 2) to cap off an incredible year of racing. This was the first season of taking all of the race car prep in-house and it was a steep learning curve. However, it also delivered the satisfaction of a job well done all the way around by everyone who supported Mason and **Team LMR**. This final race weekend of the year was all about getting the most out of himself and his car so the team continued their development program of set-

up changes to chase speed.

Team LMR had plenty of fresh tires to use up for the packed weekend schedule that included practice, qualifying and a race on both Saturday and Sunday. On Saturday he ended up qualifying P2 in class. He had a decent start at the drop of the green flag, but missed a shift and would have to follow the other driver into Turn 1 and avoid another car spinning in front of him. Mason continued to shadow the other driver and had a great exit out of



Mason celebrates with two victories and two championships to end the season. Photo by Sonia Mason

the blind, uphill off-camber “Phil Hill” turn which set him up for a pass heading into the highest speed corner of the track named *Continued on page 2.*

2014 SCCA National Championship Runoffs Photos

NOTE: *Sonia’s View* will return in the next issue.

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Sonia Mason



Stella Castro

(L) **Team LMR** on the grid. (above Rt) Larry and Sonia answer questions for the Formula SAE students before the race. (Rt) Just some of the damage from the race.



Sonia Mason

Two Championships *continued*

“Riverside.” Mason saw the gap, saw the other driver back-off and Mason drove to the inside. Unfortunately, the other driver never saw Mason and he turned down into Mason’s right sidepod and right-rear wheel. The contact made Mason’s car get loose while the other driver bounced off of Mason’s car and went off into the dirt. The car felt okay to Mason so he continued. Mason had a great run getting through lapped traffic and won the race! When the team

reviewed the on-board video, it showed that Mason was in front of the other driver when the contact occurred. Other than the victory, the greatest news and surprise of the day was that Mason had broken the track record in FM that had stood since 2003!

On Sunday, Mason was able to get in a good lap (slightly quicker than yesterday’s lap record) to earn pole position. Now it was just a matter

of going out and trying to win again. Mason had a great start and by Turn 1 went from third overall to second. He ended up with the class and overall victory, and *another* new track record!

This was a great way to end the season that saw Mason earn seven poles, nine wins and three track records! Every finish he had was in the top five and only one DNF for the year. By virtue of these two finishes, Mason (for the first

time in his career) clinched the SCCA Cal Club Regional and Southern Pacific Divisional Championships.



Mason’s helmet shows off *Team LMR* partners for the in-car camera. Scan the QR code below for a video re-cap. Photo by Sonia Mason



Special Report: 51st Annual SCCA National Championship Runoffs

Promising Start Ends in Disappointment for *Team LMR*

Team LMR was ready to compete against the best Formula Mazda teams and drivers during the 2014 SCCA National Championship Runoffs at Mazda Raceway Laguna Seca on October 4-12. One day of practice and three days of qualifying would set the stage for the 51st annual event being held on the West Coast for the first time in 46 years.

Mason would be competing at the Runoffs for the first time in his career based on the strength of

earning six pole positions, seven wins and a new track record during the regular season.

In each qualifying session, Mason lowered his lap times and went faster than he had ever gone here before. He ended up qualifying in seventh place, just .009 seconds out of sixth and about 0.3 seconds out of fifth.

On race day, Mason was surrounded by his crew to get strapped in. Crew Chief Tom Engelsman, Russ Botelho, Sonia Ma-

son, Stella Castro and Dan Mata were all there. Well wishes from Paul Endres (Goodyear) and David Cook (Mazda) on the grid were very much welcome and appreciated. The pace car exited the track and as the field approached the final corner before the green flag (Turn 11), the driver in front of Mason brake-checked him (i.e., stood on the brakes hard to create a gap for the start) and also veered towards the car next to him. The race hadn’t even started

and the aggression was already there. At the drop of the green flag, the car next to Mason veered towards Mason on the left which put Mason close to hitting the pit wall. Heading into the braking zone, Mason knew his tires would now be covered with debris from going off of the racing line and that he would have to brake a bit earlier than normal (another aggressive tactic from the other driver). Mason eased off the gas early and hit the brakes

Continued on page 3.

Promising *continued*

early but the driver in front of him jumped on his brakes so hard and early that there was not enough room to slow down and Mason hit him from behind. That contact resulted in two other cars hitting Mason and the bottom line result was that Mason's race was

finished in the Turn 2 gravel trap. It was a huge disappointment for Mason and the team, but no one was hurt and the damage to his race car was repairable. Interestingly enough, in the short amount of time that Mason was in the race, his heart rate

peaked at over 150 bpm according to his Polar CS600X heart rate monitor.



Mason's view of the mess in Turn 2 of the Runoffs as captured by his in-car camera.

Maserati and Mason at The LA Auto Show

Building on his assistance with the launch of the Maserati Quattroporte and Ghibli sedans last year; Mason worked for the brand again as a product specialist at the LA Auto Show in November. Special cars on display included the GranTurismo MC

Centennial Edition Coupe and Convertible of which only 100 will be produced (50 of each). Also highlighting the display was the Alfieri concept vehicle which should come to production in about two years. Mason proved to be an influencer at the

show as a guest came by to personally thank him for the information he had given. That info led to the sale of brand new GranTurismo convertible! The proud new owner told Mason that he loved it!

Mason at the Maserati display at the LA Auto Show. Photo by Greg Kraft



Win a Runoffs Limited Edition Poster!

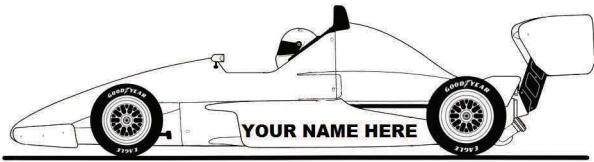
There were no winners in the last contest so *Team LMR* will be giving away two limited edition SCCA Runoffs posters in a random drawing based on correct answers to the puzzle on this page. One poster will go to those who read this newsletter online and one will go to those who get the printed version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

News. All correct entries must be received by 12/31/14. Good Luck!

Hint: All answers are in this newsletter.

To answer correctly, list answers by question 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) What heart rate did Larry exceed at the Runoffs?
- 3) What Formula Mazda part is featured in Tech Tidbits this issue?
- 4) What is the name of the Team LMR Facebook page?
- 5) How many track records did Larry set in October?



Join **Team LMR** today!

Team LMR is actively seeking marketing partners to join us as we race towards the 2015 SCCA US Majors Western Conference Championship and beyond. Sponsorship begins for as little as \$100! Be part of a winning team and put your name on a championship points leader!

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

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We look forward to hearing from you soon!

Merry Christmas & Happy New Year!

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 - Tires

Speed costs money, how fast do you want to go? That's an old saying in racing that rings true today. One of the easiest ways to buy speed is by purchasing a new set of tires. When every second (or fraction thereof) counts, nothing is better than fresh rubber. The **Team LMR** Formula Mazda has run Goodyear Eagle racing slicks almost all year. The team has also used three separate compounds of rubber from "soft" to "hard" with "medium" in between.

The actual number designations are 255, 430, and 475 from soft to hard. The 255 compound tire works better in colder temperatures and smoother tracks. The 430 compound is a good all around tire for just about any temperature or track. The 475 compound is suited best for abrasive track surfaces or just when you want the tire to last multiple heat cycles.

A **heat cycle** is when the tire gets hot during an on-track session. The 430

compound tire works reasonably well for four heat cycles and after that the performance degradation is significant.

There is a "break-in" procedure to "scrub" a set of tires. According to Goodyear, for the best performance and consistency, one should do two laps at 50% pace, two laps at 80%, and two more laps at 50%. This helps "set" the tire compound by heating it up enough for the rubber to finish curing thoroughly and to rid itself

of all of the release agents. Tire temps and pressures are good indicators of performance and can lead the team to perform chassis and suspension adjustments for the best tire wear and lowest lap time.



Three different states of tire wear. Photo by Larry Mason