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Team LMR US Majors Tour Season in Review

It was another exciting year of racing for Larry Mason in the Auto Diagnostic Services **Team LMR** Formula Mazda. Highlights included visits to Victory Lane, and lows included a trip to the hospital after a massive shunt. The stories behind all of this racing action begin on Page Two and covers the entire Western Conference of the SCCA US Majors Tour.

The team wanted to focus on the Western Conference of the Tour for 2015 as there is plenty of prestige, strong competition and a good contingency

program that augments the financial aspect of going racing. Special thanks goes out to Tom Engelsman and Stella Castro from Auto Diagnostic Services who worked tirelessly to put a great car under Mason to be competitive everywhere, and Scott Kenning from The Fiberglass Body worked his own miracles to repair crash damage and get Mason back on track.

Half of the tracks on the schedule were new to Ma-



Mason shows off his victory spoils from Auto Club Speedway. Photo by Stella Castro

son. The good news is that he got up to speed everywhere and finished on the podium multiple times. It's been non-stop this year so enjoy the highlights!

Sonia's View

CONGRATULATIONS to Larry for coming in 3rd in the national rankings as of press time (out of 38 drivers)! We are all very proud that he's qualified for the SCCA National Runoffs again but, since they are taking place far away in Daytona Beach (FL), we are focusing our efforts on its regional counterpart, the SCCA Pacific Coast Runoffs. This will be our first time attending this event (which is taking place at Auto Club Speedway (located in Fontana, CA)

and while we have had many successful Formula Mazda races there over the years, I will point out that this track is one that is logistically efficient for us as well. **Let us know if you would like to showcase your business (or your product) on Larry's car for this event...**we'll make it happen! Also, if you plan to be in the area, we invite you to stop by and see **Team LMR** in action October 17th & 18th.

We've had a season filled with ups and downs

(which you can read about in the following pages) but we are happy to already be planning for next year. Thanks for being along for the ride and we hope to see you in mid-October!



Antonio, Stella, Tom, Sonia and Larry after the win at CVR. Photo by Pete Petersen

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U.S. Majors Tour Rounds 1 & 2—Auto Club Speedway

Larry Mason started 2015 where he left off in 2014 – in Victory Lane! Coming into the first US Majors Tour race week-end of the year, Mason was excited to see if he could step onto the podium this year in the Auto Diagnostic Services **Team LMR** Formula Mazda after two fifth-place finishes at this event last year.

After missing the first practice and qualifying sessions on Friday due to business commitments, Mason had to make the most of a 15 minute final qualifying session to set his time on the grid. He turned the second quickest lap of the session, but due to the combination of times from both sessions, he ended up fourth on the grid (in class). The start of Race One was hectic as multiple cars and classes spread out wide on the banked oval of Turns 1 and 2 of Auto Club Speedway in Fontana, CA. Mason took advantage of the draft and actually led briefly before getting passed into Turn 3. He and the other FM drivers would take turns leading as the draft played a huge role

in making up time and top speed. Mason was never alone in the battle for the lead. Mason dropped back as far as third place during the race with the top four cars covered by about a second. Mason started the last lap in the lead but was passed a few turns from the end. Heading into the last turn he got a great run and managed to pass the leader and win the race by a scant 0.116 seconds!

The race was so exciting that Mason's Polar heart rate monitor registered a peak of 178 bpm! The incredible race story

made the front page of SCCA.com and MazdaMotorsports.com. "I can't thank Tom (Engelsman) enough for doing the final prep work and getting the car delivered to the track ready to go," Mason said. "Luke Rangel also

played a key role with his car preparation skills the week before the race." Mason also won the penultimate round of the Formula Car Challenge (FCC) Winter Series which was held concurrently with the Majors race.

Race Two on Sunday saw Mason qualified P2. Again he was able to make it into the lead briefly before getting passed by the 2014 National Champion. On the

second ending the week-end spraying champagne on the podium. This race also counted towards the FCC Winter Series Championship so Mason scored more valuable points. These two great finishes have put Mason into the SCCA US Majors Tour Western Conference Championship points lead. It's a great way to start the season.



penultimate lap Mason was demoted to third but stayed with the second placed driver and was able to draft past in Turn 2 and out-brake two other cars going into Turn 3 for a total of three passes in short order! He finished in

Tom showing off the First Place trophies for the Majors and FCC races while Mason shows off his personal trophy—his Bell helmet! Scan the QR code below to view race highlights or visit: www.youtube.com/TeamLMRUSA.



U.S. Majors Tour Rounds 3 & 4—Chuckwalla Valley Raceway

Team LMR competed at Chuckwalla last year in the counter clockwise direction, however this year for this event the circuit would be run in a clockwise direction. That's essentially learning a new track but being familiar with where the corners are. In qualifying Mason turned in the third quickest time with limited on track time. He was optimistic for the race but was gradually gapped and finished in the same position. The old tires that

Mason used for the first race (from last year in October) would not be sufficient to be competitive on this hot and abrasive circuit so the team switched to a harder compound new set for Sunday's race. Although he was gapped a bit at the start, his tires gradually came in while the leader spun and second place started slowing down with a bad case of understeer. As soon as Mason got close and could see how the handling had diminished on

the leader, he was like a shark smelling blood and was covering every move the leader made. After a few laps, the leader made a mistake by going wide in the first section of corners which allowed Mason to slice through on the inside—barely, as the other driver had dropped wheels off the track and when he came back on, almost hit Mason as he was right alongside. It was a clean pass and from there Mason pulled away to an uncontested

victory! That was the second win in four races and a solid podium in every race. A great start to the season for **Team LMR!**



Mason enjoys the spoils of victory on the podium. Photo by Stella Castro

U.S. Majors Tour Rounds 5 & 6—Thunderhill Raceway Park

The Auto Diagnostic Services **Team LMR** Formula Mazda made the long trek up to Thunderhill Raceway Park in Willows, CA for the next two rounds of the Tour. This track is located approximately an hour north of Sacramento.

This was Mason's first time to this track and it impressed him immediately with the challenge involved in extracting speed out of it. Multiple blind corners and massive elevation changes along with high-speed sweepers and low-speed technical sections are

only part of what makes this circuit fun to drive. Fortunately, he was able to get in a half-day test session before qualifying. Mason was using hard compound tires (from the event at Chuckwalla) for this event and it proved to be the wrong choice. Although he was able to qualify and finish third, he was too far off the pace to challenge the front runners. The track surface is very smooth here so soft compound rubber is the only way to go fast here. The team switched to a softer

compound (again another used set) and looked forward to the next race. At the drop of the green flag, Mason was able to jump into second place at the start thanks to navigating the race traffic better than the second place qualifier. However the years of experience of that driver at this track took effect when he was able to retake his position. Mason held on to third place although this time he was still filling the mirrors of the second place car as they were catching the leader. Mason

got caught behind a back marker and then a full-course caution came out. That driver didn't catch up to the pace car which left Mason too far behind to challenge for the win. He was on pace speed-wise and earned valuable (3rd place) points towards the championship but it was a frustrating situation knowing that he might have had a better finish.



Mason thanks his sponsors on the podium. Photo by Stella Castro

U.S. Majors Tour Rounds 7 & 8—Buttonwillow Raceway Park

Just like at Auto Club Speedway in January, Mason had to miss the Friday practice and qualifying sessions at Buttonwillow due to prior business commitments. In the morning qualifying session, Mason was bedding in a set of brakes and tires yet still managed to qualify second quick! In the first race Mason was able to hound the leader for a couple of laps and then made the pass to grab the lead. Back markers cost Mason some time and he was re-passed. This battle raged on for the first half of the race with Mason going back up front but was then passed again. At this point, he lost too much time in traffic and even though he was racing hard, he was only able to maintain the gap to the leader. Unfortunately, he drove so hard that he damaged the right front tire due to having too much understeer. The Goodyear Tire engineer at the track inspected the tire and informed the

team that it was not safe to race on because it wouldn't make the distance of the longer race the next day. There were no new tires available, so the team pulled out an old tire from the Runoffs last year with multiple heat cycles on it as the only option to compete on Sunday. Crew chief Tom Engelsman also made a massive setup change to the car to help reduce the understeer. Mason's qualifying time from Saturday saw him start second again, but by Turn 3 he had made the pass for the lead and pulled away. "The car was magical today!" exclaimed Mason. "The car was close to perfect." Mason dominated the field and set a new track record to go with his win—or so we thought. . .

Mason was protested for an "unapproved tire change" and was disqualified. He protested that decision locally on site and then appealed to the National Court of Appeals but ultimately lost on appeal.

In every single race this year and last year there was no "tire rule." On Saturday morning, Mason made a point to visit the Series Chief Steward to ask what was covered in the driver's meeting that was held on Friday and also to find out if there were any changes to the rules. The SCS pulled out a clipboard and went down the list and nothing was said about the tire rule changes. Apparently the rule was changed during race weekend and Mason was unable to get this information even though he specifically asked about it.

"I have no doubt in my mind that we won this race fair and square based on the rules presented to me at the time. For a rule change to take place during a race weekend and not be told about it even when specifically asked by me to a race official leaves a bitter disappointment for me and all of our marketing partners. I have never been disqualified for a rules

infraction in my entire racing career and I believe that this ruling against our team is unjust and unfair. This tire change was not a competitive advantage and we also feel that this was a frivolous and trivial protest that never should have seen the light of day. As a team, we strongly disagree with the DQ but we'll move forward and compete knowing that we are always a threat to win." said Mason.



Top—Goodyear Tire engineer Collin Mocas talks to Mason while Tom Engelsman does a last minute check before the race. Bottom—Mason gets video interviewed after his win. Photos by Sonia Mason

Larry Mason Finishes Fourth in 2014/2015 FCC Winter Challenge Championship!

Larry Mason, driver of the Auto Diagnostic Services **Team LMR** Formu-

la Mazda has finished the winter season of the Formula Car Challenge

ranked fourth in points after a partial season. The team is seriously

evaluating racing the entire FCC Championship schedule in 2016.

U.S. Majors Tour Rounds 9 & 10—Pacific Raceway

It was bloody cold and rainy when Mason arrived for this Memorial Day weekend. The rain stopped but the temperatures remained cold all weekend. Again, this was a new track for Mason and one with very little room for error as you could fly off the track and hit trees or go down an embankment. Mason qualified third and got a great start in the first race and jumped into the lead! He had about a 10 car-length lead at the end of the first lap, but again the

experience of the first two qualifiers at this track paid dividends for them. Mason was gradually demoted to third place by half distance yet was able to keep the leaders in sight. You have to remember that he was learning a new track and nuances that account for lap time. The top three finished nose-to-tail at the stripe and Mason had set the second-fastest race lap only .005 off of the fastest race lap! He was



confident going into the next race.

Mason (shown 3rd) in the heat of the battle for the lead. Photo by Stella Castro

At the start of Race 2 he was forced towards the concrete pit wall by the pole-sitter and lost some ground. The two leaders gradually pulled away after that and Mason rounded out the podium in third place again. “I was okay with finishing third yesterday because we were

competitive and at least we had a fighting chance. Today, I’m not sure why we slowed down, but we’ll look at the data and check the car and get ready for Portland,” said Mason. Upon further inspection, the team found a clutch issue that may have impeded his progress.

U.S. Majors Tour Rounds 11 & 12—Portland International Raceway

“First of all, I want to send out a big Thank You to Jess Heitman of Woodstock Motorsports in Portland. Jess not only let us store the trailer at his shop, but he also let us use his shop and equipment to replace the bad clutch from the last race weekend.”

The last two rounds of the season saw Mason arrive with a narrow 3 point advantage for the championship at another track he had never been to. Fortunately, the team was able to take part in the test day and he was quickly up to speed. There was no

official practice session scheduled for this big bang Fourth of July race weekend so the first session on track Friday was qualifying. Mason had scuffed a set of tires the day before and immediately set out to go fast and see if he could grab pole position. He was trading fast laps and was on a flyer when he went off at the fastest part of the track and slammed hard into the tire wall. He was able to walk away but was transported to the hospital for precautionary X-rays. They came back negative and he was



Mason stuck against the tire wall after going off at 130mph. Photo by Larry Mason

cleared to race by the doctor. Unfortunately, the car was damaged beyond repair and that ended his weekend and championship hopes. Now comes a lengthy and expensive rebuild process. Championship runner up isn’t too

bad considering he “missed” three races. Mason praised the head protection he received from his Bell Dominator.2 helmet. “Thank God for Bell Helmets! I hit hard and I was thoroughly protected by my Bell helmet.”

Sponsor Exposure!

While Mason and **Team LMR** were competing at Auto Club Speedway in January, Pete Petersen from the *Loma Linda City News* newspaper was there to cover the event. The story came out a couple of weeks later and **Team LMR** marketing partners received both text mentions as well as logo brand exposure from the photo that was published. This newspaper is actually part of a group of

five papers that has a reach of 500,000 readers throughout the Inland Empire area of Southern California. Petersen also followed the team at Chuckwalla and published another story thus doubling our sponsor's exposure.

As part of his bi-weekly radio show (*76 Hawaii Motorsports*) on NBC Sports Network and ESPN Honolulu, Hawaii, **Team LMR** marketing partners have received numerous

mentions via live on-air broadcasts to expose those brands to listeners in Hawaii and worldwide via live streaming. To listen to the live stream on the internet every other Saturday at 12:07pm PDT, go to: www.nbcsportsradiohawaii.com

The **Team LMR** Formula Mazda was prominently featured in the photo for the story of Mason's incredible win at Auto Club

Speedway in January on SCCA.com. The story even mentioned Mason's peak heart rate in the article. The Polar decal was clearly visible in the photo.

His post-race victory interview from Buttonwillow with numerous sponsor mentions is also on video at: <https://www.youtube.com/watch?v=KvSiz3u9sYI>

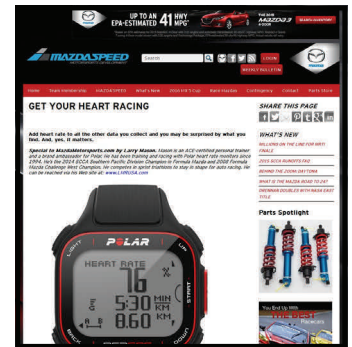
Mason Published on MazdaMotorsports.com

Mason was asked to write a short article on using heart rate monitoring in auto racing for the rapidly growing www.mazdamotorsports.com website. This website is dedicated to the dissemination of information for those who race or are

fans of motorsports and particularly Mazda. There is a link to this site from Racer.com so it's easy to get to from multiple locations and there are always eye-catching headlines to get your attention.

In his article, Mason was not only able to mention

Polar, but also used photos and artwork supplied by them to enhance the message. Stay tuned as Mason may be contributing more to this site from a health and fitness standpoint



Mason's article as seen on the website.

We Have A Winner!

Congratulations to **Mike Furney** for winning the last MRN Newsletter contest! Mike's prize was a limited edition SCCA Run-offs poster. Stay tuned to

future issues of MRN for more prizes—and remember, you can't win if you don't enter!

Want a piece of the action? Literally, **Team LMR** will be auctioning off a piece of the Auto Diagnostic Services Formula Mazda race car to raise money for charity. Stay tuned as we develop this exciting opportunity to raise money for a valuable cause and satisfy our race fans' wishes to own "a piece of the action."

Larry Mason Wins National Broadcasting Award!

For the second year in a row, Mason won first place in the Radio Feature Program category in the annual American Auto Racing Writers and

Broadcasters Association (AARWBA) annual contest. The awards ceremony took place at the Indianapolis Motor Speedway on May 22, 2015. This is

Mason's second consecutive award for his Motorsports Roundup segment on the *76 Hawaii Motorsports* radio program broadcast live every Sat-

urday on NBC Sports Radio in Honolulu, HI and streaming worldwide on the net. The show is also re-broadcast on Sundays on ESPN Radio Honolulu.

American Forces Radio Network Airs Mason's Broadcasts!

The Motorsports Roundup portion of the *76 Hawaii Motorsports* radio program has expanded beyond the state of Hawaii and is now being

broadcast worldwide in 177 countries on the American Forces Radio Network. Mason's award-winning portion of the show will be heard

by members of the military and race fans in places from Afghanistan to Zimbabwe.

"I'm thrilled to be able to provide a modicum of

entertainment to our esteemed members of the US armed forces. God bless every one of them for the freedom they provide for us," said Mason.

Larry Mason Ranked Third Place in the Nation in US Majors Tour!

Larry Mason has finished the season ranked third in National points

(out of 38 drivers) and second in the Western Conference. That's a

fabulous result considering the DQ and the double DNS in Portland.

Had he finished those races like the rest he could've ranked first!

Larry Mason Meets Howden Ganley!

Larry Mason had the opportunity to meet Formula One and sports car driver Howden Ganley at a book signing at Aero-books/Autobooks in Bur-

bank, CA. Ganley who was also a constructor of the Tiga chassis that Mason won many races in, as well as a championship, was there sign-

ing his new book *Road to Monaco*. "Ganley is the "ga" in Tiga. Tim Shenken was his business partner and the "Ti" in the Tiga name.

Mason and Ganley share some nice stories.

Photo by Sonia Mason



Mason & Mason Judge Miss Diamond Bar Pageant

Larry and Sonia Mason were invited to be judges of the 51st Annual Miss Diamond Bar Pageant. Sonia's background as a former pageant title

holder and Mason's background in coaching pageant contestants were key aspects of their invitation. There were plenty of hard decisions

and tough choices to make from the wonderful young ladies who took the stage. Alexandra Ornelas won the title.



Larry & Sonia on the left. Photo by Joelle Leder.

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

Chassis and suspension components are subject to extreme forces acting upon them during a race when everything goes well. If the driver tends to hit the curbing or worse yet, has contact with another car, then the wear and tear on components is exponentially magnified. That's why during the off-season, time is spent thoroughly cleaning and inspecting these things to ensure a safe and reliable race car that can be tuned for the ultimate speed.

Today, we'll take a look into the crack testing procedure for the aluminum "uprights" or hubs of the suspension. To test these non-ferrous components one needs to use a dye penetrant to visually expose any cracks that may have occurred. The procedure is to first remove the upright from the race car and then thoroughly clean it. From there a special aerosol cleaner is applied to prep it for the colored penetrant. Once that has set for about 20 minutes, the developer is sprayed

on and then wiped off. Any cracks will now be exposed by where the penetrant has penetrated into the aluminum. If there are any cracks, a replacement part must be ordered and this cracked upright will be examined to see if it can be repaired/welded to keep as an emergency spare part.

If not, then the uprights are cleaned again and re-installed on the car. All of this prep work takes many man hours of time to do, but is an extremely im-

portant part of the preparation. After all, when you're feeling like the rock on the end of a string going around in circles on a high-speed oval, the last thing you want is for that string to break!



The crack inspection kit. Photo by Larry Mason



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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

VISIT

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AND CHECK OUT WHAT'S NEW!

Join *Team LMR* today!

Team LMR is actively seeking marketing partners to join us as we race to win the 2015 SCCA Pacific Coast Runoffs on October 17 & 18. Sponsorship begins for as little as \$100! Join us in our exclusive hospitality area for this event!

YOUR NAME HERE! Find out how your business can generate positive Return On Investment by joining ***Team LMR***.

Please contact Larry Mason today!

We Welcome Your Feedback!

Contact us at:
info@LMRMC.com

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[Facebook.com/TeamLMRUSA](https://www.facebook.com/TeamLMRUSA)
[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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