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2015 Year-in-Review - Perfect Podium Streak!

Larry Mason started 2015 where he left off in 2014 – in Victory Lane! In fact, he was never off the podium in 2015 driving the Auto Diagnostic Services **Team LMR** Formula Mazda.

Highlights included victories in the SCCA US Majors Western Conference Tour at Auto Club Speedway (Fontana, CA) in Round 1, and again at Chuckwalla Valley Raceway (Desert Center, CA) at Round 4, and a second place finish at the Pacific Coast Road Racing Championships event to finish the season (full race report on page 2).

“Any time you finish on the podium, it’s a good day,” said Mason.

“However, we’re not satisfied with those results.” **Team LMR** set out to win the Western Conference and ended up as Champion runner-up. Mason was also ranked third in the nation amongst all FM drivers. The Team is currently evaluating the 2016 schedule and will have an an-



Mason on his victory lap at Chuckwalla Valley Raceway.

nouncement soon. “Our goal is to provide a solid marketing platform for our sponsors. To that end, we will determine what series and/or races give them the best return on investment.”

Sonia's View

Thanks again to everyone that made our final race this season a success at Auto Club Speedway. All of us at **Team LMR** were so happy to have had such a wonderful turnout. Unfortunately, one of our favorite people, Pete Bernstein, recently passed away unexpectedly. He was there for Larry’s race at the Speedway, and spent the day graciously giving of his time (as usual) taking photos of what was going on and getting to know those that were there. He never

once gave pause to how he was feeling, as he chatted up our youngest fan, Antonio, and enjoyed the day as a race fan. I had no idea that weekend would be the last time I’d have a conversation with him. The next time Larry and I saw him, which was right after Thanksgiving; he was in a hospital bed and could not speak to us. I’ve replayed that last race weekend many times in my head since, trying to see if there was something else I could have done, or said to somehow

Inside this issue:

- Pacific Coast Runoffs Report 2
- Sponsor Exposure! 3
- Hundreds of Dollars Raised for Charity! 3
- Tech Tidbits—**Team LMR** Formula Mazda—Towing to the Track 4
- Web Special 4



Brothers Pete (L) and Brad (R) Bernstein at Auto Club Speedway. Photo by Randy Rike

Continued on Page 2

Pacific Coast Runoffs Report

Team LMR was ready to compete against the best Formula Mazda teams and drivers during the 2015 Pacific Coast Road Racing Championship a.k.a. the Pacific Coast Runoffs at Auto Club Speedway on October 17,18, to find out who's the "Best in the West."

After rebuilding the Auto Diagnostic Services **Team LMR** Formula Mazda race car from a heavy shunt in July, the team was looking for a bit of redemption. After a couple of shakedown test days to make sure everything was good to go, the team felt confident heading into the weekend.

The morning practice session uncovered a bottoming out situation

that crew chief Tom Engelsman was able to rectify before qualifying. The practice was important to scrub in a new set of tires for the main event on Sunday.

In the main event, Mason felt confident with the nearly new set of tires and was ready to jump on the loud pedal as soon as the green flag dropped. However, another competitor hit the SAFER barrier in Turn 2 after he suffered a suspension failure on the warm-up lap. Two more laps behind the Pace car and then it was time to go. Mason had a good start but was having a hard time keeping up in the draft. Even so, he was able to jump into third place. On the next lap, he had a great run coming out of the last

turn leading onto the front straight and was able to take over second place! That was short lived as he was out-powered down the back straight and was soon demoted to third, then fourth and so on as the tightly bunched pack started trading positions furiously. After being demoted to sixth, Mason was not happy. "At that point, I had had enough!" explained Mason. He put his head down and started picking off the competitors one by one. Unfortunately, an interloper from another class with superior horsepower went by Mason on the oval section but then



Mason (3rd smoking car) in the heat of the battle. Photo by Brad Bernstein

would hold Mason up on the infield. He finally got by him and started stalking the leader but by that time there weren't enough laps left for Mason to catch the leader and he ended up in second place. Considering where he started and all the drama in the middle of the race it was actually a great finish.

All of the **Team LMR** VIP guests in attendance were treated to an exciting race whereby their driver got to hoist a trophy in their honor on the Victory podium.

Sonia's View, continued

change or rather, delay, that destiny – but of course, there is not. That's been the hardest thing to accept....that a life so giving, so talented, and selfless is no longer with us and there is nothing I can do about it, other than to be grateful to have known him – as brief as it was.



Post race with just a few of our VIPs. Photo by Brad Bernstein



Some of the decals that our VIPs signed to donate to the Justin Wilson Children's Fund and the Challenged Athletes Foundation. Photo by L. Mason

Sponsor Exposure!

While Mason and **Team LMR** were competing at the Pacific Coast Runoffs at Auto Club Speedway in October, Pete Petersen from the *Loma Linda City News* newspaper was there to observe and write

a story. 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 newspa-

per 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 has been following the team's success over

the season which bodes well for all of the team's marketing partners. Look for more stories to be published in 2016.

Hundreds of Dollars Raised for Charity!

At the Pacific Coast Runoffs, **Team LMR** VIPs gave generously to two charities. With the recent passing of IndyCar driver, Justin Wilson (whom Mason had met years ago), his wife and two little girls were left without much as he was a low bucks racer who scraped together rides on sheer talent alone. The Justin Wilson Children's Fund was established to help them. Mason allowed the guests to handwrite their names on decals that were placed on the side of the

race car in exchange for donations. That proved to be a popular opportunity as both sides of the engine cover had decals with many names placed (see photo on Page 2).

The other charity was for the Challenged Athletes Foundation which has had logo placement on Mason's car all season. This charity was originally started for Jim MacLaren who inspired Mason to try the sport of triathlon. MacLaren was a below the knee amputee who

set the world record at the Ironman World Championships in Kona, HI. He later was struck by a van on a closed course triathlon and became a quadriplegic. CAF was initially founded to help Jim get a van with hand controls to gain some independence. It has since raised over \$70 million dollars to help numerous athletes get back in the game of life through sport with prosthetic limbs, wheelchairs, and other means to enable these individuals to move forward with their

lives.

Both of these deserving charities were helped even more when Mason was struck by the generosity of the VIPs in attendance. "Since they freely opened up their wallets, I decided to do the same for **Team LMR** and we matched dollar-for-dollar every donation that came in. I want to thank everyone again for their generosity and I know that both charities appreciate it too," said Mason.

We Have Drawing/Auction Winners From the Pacific Coast Runoffs!

Congratulations to Brad Bernstein for winning the Polar Loop and Stella Castro for winning the Pace Car ride before Larry's last race! Also, con-

gratulations to Luis and Karen Matamoros for winning the silent auction of the **Team LMR** FM nose cone from the 2014 National Runoffs!

Want a piece of the action? Literally, **Team LMR** will be auctioning off another 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. "

Tech Tidbits—An Inside Look at the *Team LMR* Formula Mazda - Towing to the Track

Racing up and down the West Coast in 2015 has been a logistical challenge. When **Team LMR** races at Auto Club Speedway in Fontana, this track is less than half an hour from the race shop. In a pinch we could run back there if we needed to. However, when the team travels to Seattle, or other tracks it's important to make sure that the trailer is fully stocked for all possible outcomes. A rolling toolbox, spare parts, raw materials, food, drink, hospitality supplies and

more must be loaded in and out with the race car at every event. You want to take as little as possible to keep the weight down, yet enough to make sure you have what you need "just in case." Furthermore, the trailer acts as shelter from the intense heat, cold, rain, and wind of the seasons. Interior space is at a premium to carry the spare sets of wheels, tires, and bodywork. Depending on the track, the team will either be in a garage or next to the trailer under a

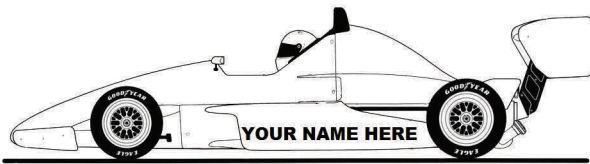
tent canopy. Garage spaces are preferable as they are better with handling the elements and less work setting up tents. However the downside is cost. For example, every dollar spent on a garage means that a dollar wasn't spent on new tires. Budgetary concerns are always looming.

Once everything has been loaded for the road trip, trailer lights, brakes, sway control, and weight equalizer must all be operating perfectly. Safety chains,

road flares/reflective triangles, spare trailer tires and parts must also be at the ready. At the track the unloading is easy, loading back up must be in a sequence to make sure everything is in its place and secured for the trip.



Truck and trailer ready to roll.
Photo by Larry Mason



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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!

This edition of MRN is dedicated in memory of Pete Bernstein

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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