



## Team LMR Wins 2017 Season Opener!

### Auto Diagnostic Services



### The Fiberglass Body



Jim Webb Motorsports



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Larry Mason drove the Auto Diagnostic Services **Team LMR** Formula Mazda (FM) to a win in the first race of the 2017 SCCA US Majors Championship event at Auto Club Speedway on Saturday, January 14. It was a tremendous result for the team as this was their first race back after not racing at all in 2016. Not only that, but Mason beat the 2014 SCCA National Champion and the rest of the field to make this win very sweet indeed.

The race itself was kind of fractured in that there

were full-course cautions and other class cars that served to keep most racers out

of their rhythm. As it turned out, the traffic provided Mason an opportunity to draft through the oval Turns 1 and 2 and get a great shot to out-brake the leader going into Turn 3 on the penultimate lap. From there, Mason held his lead to the finish. An exciting way to return to racing with his new Polar M450



Tom, Brandon, Larry, Fred and Collin relish the victory at Auto Club Speedway.

heart rate monitor measuring a peak of 170 bpm!

Race #2 of the weekend ended up with a last lap shunt for Mason as he was battling slower traffic. He was credited with a fourth place finish.

## Sonia's View

We are so excited to have on board three new marketing partners: LA Tri Club (LATC), South Bay Mazda and Mazda Motorsports!

For 15 years, LATC has been a recognized national leader with training clinics, athlete support, and camaraderie among its members. As you may know, Larry uses triathlon training to stay in shape for auto racing and also competes in sprint triathlons. We are excited to be working with the awe-

some folks at LATC!

South Bay Mazda and Mazda Motorsports came on board with **Team LMR** at the Triathlon Lab Hermosa Beach Triathlon Expo and packet pick-up. South Bay Mazda brought a beautiful 2017 CX-5 for display and caused quite the stir as it is a great vehicle for those with an active lifestyle. Mazda Motorsports supported the event with themed merchandise, which was well received by all who attended. We

look forward to working together again with both South Bay Mazda and Mazda Motorsports in the very near future.



Paul (LATC), Larry, Paul & Armando (South Bay Mazda)

## Team LMR Races to the SCCA U.S. Majors Western Conference Championship!

After a tremendous amount of work to repair the Auto Diagnostic Services **Team LMR** Formula Mazda (FM) after the last race at Auto Club Speedway in Fontana, Larry Mason was looking forward to getting back on track at “The Fastest Road in the West” – Willow Springs International Raceway. “First of all,” Mason said, “Thanks to Scott and Greg at The Fiberglass Body in Hawthorne, California for repairing the center section of the body as well as the replacement nose that arrived damaged in shipping. These guys are class acts and do fabulous work. Also, thanks to Tom Engelsman at Auto Diagnostic Services for all his help with rebuilding the left front corner of the car including the steering rack which had been damaged in the shunt.”

This was a two-day race weekend of the SCCA US Majors Hoosier Tires Super Tour Series. Mason was able to qualify second in class and 11<sup>th</sup> overall on older used tires. This was good as it put him on the inside line heading into Turn 1 for the start of the race. When the green flag dropped, Mason had a

mega start and darted to the inside of the car in front of him. Exiting Turn 1, he still held a narrow advantage over the pole sitter in class. Heading into Turn 2 Mason had the inside line and about a half car-length advantage. Flat out in fourth gear in the long uphill right hand turn, the car got sideways on Mason losing grip at the rear. The pole-sitter was hooked up (on fresh tires) and completed the pass on the outside and that was it for Mason and he finished second. Sunday’s race saw the gap between Mason and Saturday’s winner close up, but he still didn’t have quite the speed for victory and finished second again.

The next race weekend at Buttonwillow Raceway Park featured the SCCA U.S. Majors Hoosier Tires Super Tour Series and the Formula Car Challenge (FCC). In qualifying Larry Mason was ready to go on a new set of Goodyear racing tires. Even though Mason was held up on a “flyer” qualifying lap when he came up on two slower cars he still qualified third in class just 0.014 seconds out of second place. When

the green flag dropped for Race #1, Mason hounded the second place driver while the first place driver started to build a gap. Mason thought about trying to work together in the draft with the second place driver to catch the leader, but he knew that wasn’t going to work. After a few passing attempts, Mason was finally able to make the pass stick and set out after the leader. Although Mason ended up setting the fastest lap of the race, he wasn’t able to close the gap enough and had to settle for second in class.

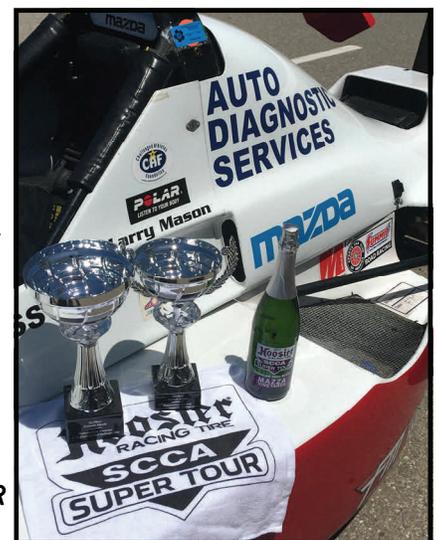
In Race #2, when the green flag dropped, Mason dived to the inside of the leader going into Turn 1 passing him and then held off the previous day’s winner and won the FCC race. Mason’s heart rate peaked at 163 bpm during the race according to his Polar M450 HR monitor. Since this was his first time of the year competing with the FCC group (and all their fast guys from the series) **Team LMR** was very proud of their accomplishment. This bodes well



Mason thanks his sponsors on the podium at Willow Springs. Photo by Sonia Mason

for being competitive for the rest of the season.

Mason was credited with second-place finishes in both SCCA Super Tour races. Those strong finishes and consistency have earned Mason the SCCA U.S. Majors Western Conference Championship!



Hard-earned rewards for a successful weekend. Photo by Stella Castro

## Larry Mason and Sponsors are Front Page News!

After racing to victory in the FCC Race at Buttonwillow, the Loma Linda City Newspaper put Mason's picture and race event story on the front page. This also included multiple other newspa-

pers in the Inland Empire region of Southern California reaching over 500,000 readers!



## Hundreds of Dollars Raised for Charity!

The load-in of the Auto Diagnostic Services **Team LMR** Formula Mazda onto the Triathlon Lab showroom floor in Redondo Beach, California took place on June 8, 2017. That load-in was just the start of exposure for all of our marketing partners as the Facebook livestream captured over 800 viewers! You can see the video and more pictures at: Facebook.com/TriLAB. The car was on display until July 10th. In addition to providing excellent exposure for all **Team LMR**

marketing partners, we were also able to raise money for the Challenged Athletes Foundation (CAF). Starting with the Expo and packet pick-up for the Redondo Beach Triathlon on June 10th, Mason was there to have people sign his race car with 100 percent of the donations going to CAF. Mason's second appearance came with the Hermosa Beach Triathlon Expo and packet pick-up on July 8th. In total we helped to raise over \$600 in cash and credit card

donations. While there we also welcomed Mazda Motorsports, South Bay Mazda and LA Tri Club as marketing partners for this event.



**Team LMR** FM on display at Triathlon Lab. Another signature is another donation for CAF. Photos by Larry Mason

## Larry Mason Wins Third Place Deadline Reporting Journalism Award!

In the annual American Auto Racing Writers and Broadcasters Association (AARWBA) awards banquet held at the iconic Indianapolis Motor

Speedway every year, Mason earned a Third place award for his story "Fast-Paced Saturday at Long Beach Grand Prix" which was written under

deadline pressure for the www.carsandcompetition.com website. Incidentally, this website also earned a second place award for racing websites

from AARWBA at the banquet. He has won multiple awards for his writing in addition to previous awards in photography and radio broadcasting.

## Tech Tidbits—The Fiberglass Body

In order to keep costs under control, the Formula Mazda class utilizes spec fiberglass bodywork—meaning that each and every FM has exactly the same dimensions and part numbers. Benefits of being in a spec class are numerous. Some examples are lower cost for competitors due to the spec bodywork. By being made out of fiberglass instead of carbon fiber, that also reduces cost. Since the dimensions are fixed, there is very little a team can do to modify

and develop this bodywork kit which would increase costs dramatically. There are five main pieces of the FM fiberglass bodywork—the nose, center section, side pods, and engine cover. Keep in mind that the front and rear wings could also be considered part of the bodywork, however these are made of aluminum.

The nose is designed to carry the front wings and slips onto the chassis with a 1" DOM steel tube in the front and then has

two bolts at the top to lock it in place. The center section is attached via Dzus fasteners which are spring loaded 1/4 turn quick release fasteners. This piece surrounds the driver's cockpit area and also holds each side mirror. Each sidepod is designed to funnel air into the water radiators to help cool the engine and are open in the front and on the top of the rear of each with protective screens to help keep debris from damaging the radiators. The engine cov-

er does what it's name implies and also helps channel air into the engine compartment to cool the electronics and also channel air to the rear oil cooler radiator just in front of the rear wing.

**Team LMR** keeps a spare nose/front wing assembly in pit lane during races just in case!



Photo by L. 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**

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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 into the 2017 season. Sponsorship begins for as little as \$100! Enjoy naming rights, hospitality, and more.

**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](mailto:info@LMRMC.com)

Find us at:  
[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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