



Team LMR Wins Four Championships in 2017!

Auto Diagnostic Services



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Larry Mason drove the Auto Diagnostic Services **Team LMR** Formula Mazda (FM) to Victory Lane multiple times this year and stood on the podium in 80 percent of his races to earn the SCCA Western Conference Majors, Southern Pacific Divisional, Cal Club Regional and Pacific Coast Road Racing (Runoffs) Championships all in one year! Three pole positions and four victories were just some of the highlights of the season. In addition to the team's on-track success, off-track success was also highlight-

ed by welcoming new sponsors South Bay Mazda and LA Tri Club and raising over \$600 for the Challenged Athletes Foundation at Triathlon Lab. "It was an extremely successful racing season by any measure, but as a driver and team member, we're always striving for more success and planning on how to maximize our resources to do just that in 2018," said Mason.



Some nice championship hardware was earned in 2017! Photo by Larry Mason

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Sonia's View

2017 was quite the year for Team LMR...together we won 4 championships, raced at the Runoffs held at Indianapolis Motor Speedway, and welcomed new marketing partners. As I reflected back on the year and what was accomplished, I realized that the bar is set pretty high for 2018. And that made me think about what was it that made 2017 different than other years we have raced. The truth is, 2017 wasn't any different than any other year, really. We went to

the same venues locally, the level of competition remained the same, our team remained tight-knit, our driver very skilled, our crew chief still talented, we still believed in ourselves, and we brought our fans along for the ride. We have always been a team that enjoyed the thrill of racing, and have been aware of the fact that it takes more than just a driver (or one person) to finish a race. The only difference was that our team was finally recognized for

what we had been doing all along, and we don't plan to change a thing. 2017 was a year of unprecedented success and we are grateful for it, and hope 2018 will bring the same.



Another championship trophy from the 2017 season. Photo by Larry Mason

Team LMR Misses the Podium by One Second in National Championship Runoffs!

For as long as he could remember, the name Indianapolis meant one thing to Larry Mason—hallowed grounds for the greatest race track in the world. After racing for more than 20 years, Mason’s goal to race at the Indianapolis Motor Speedway was realized this past September in the 54th Annual SCCA National Championship Runoffs.

The best of the best in the country were there to prove that they were not only champions in their own conference, division or region, but that they could stand on the top step of the podium at the pinnacle of motor racing circuits.

Mason and his Auto Diagnostic Services **Team**

LMR Formula Mazda were no different in that goal, however running on a shoestring budget would be the only way that they could arrive to compete. “The most frustrating part of race week was the amount of traffic during practice and qualifying,” said Mason. “In the first four sessions on track, I had a total of just five clean laps!” In the four days of qualifying, Mason was hovering between fourth and sixth ultimately ending up in fifth for the start of the race.

At the drop of the green flag, Mason was engulfed by a gaggle of Formula Mazdas and even got hit in the right rear as they all headed into Turn 1. “I dropped

from fifth to 11th halfway through the first lap.” He was able to get a spot or two back before a full-course caution, and at the re-start was able to make a pass on three cars heading back into Turn 1! The pole-sitter had spun and passed Mason back like he was stuck in cement and Mason drove hard to keep in touch with the lead pack. He could see the leaders however they were too far in front for Mason to get any benefit of a draft on the long front straight. On the last lap, the second place driver tried to make a move on the leader and spun. Another car spun in oil and Mason was now in



Mason crosses the yard of bricks in Indy. Photo by Stella Castro

fourth. Coming into the last section, the third place car went off in the grass and Mason charged hard but couldn’t catch him at the line. Second, third and fourth (Mason) were covered by only two seconds total! After several hours in impound, the top three passed technical inspection and Mason finished just off the podium in fourth place. Not bad considering the level of competition but not where the team wanted to be. “We did the best we could with what we had and that’s all you can ask for.”

Team LMR Wins the Pacific Coast Runoffs!

The last race of the year took place at Auto Club Speedway for the Pacific Coast Road Racing Championships (aka the Pacific Coast Runoffs) for the best in the West. Mason was determined to not only get on the podium, but to get to Victory Lane after com-

ing so close at Indy. A clean sweep of pole positions in the qualifying sessions and victories in the qualifying race and the main event capped off a great weekend for the team and the conclusion of an extremely successful season. Winning the final race of the year

at a prestigious event was just what the team needed heading into the off-season. Not only that, but the final races of 2017 also counted for points towards the 2018 championship so that left Mason leading the championship

standings for the start of the 2018 season!

The SCCA National Championship Runoffs will be held at Sonoma Raceway (nee Sears Point) in 2018. **Team LMR** is working hard to garner more sponsorship to make that goal a reality. . .

Team LMR Wins Castaic Triathlon Team Mixed Co-ed Division!

It was a hot summer day in the last weekend of August as Sonia, Bryce Rubie, and Larry won the team mixed (co-ed) relay at the Castaic Lake Sprint Triathlon. Bryce (an up and coming actor), kicked

things off with a powerful and fast swim, Larry hammered on the bike (and averaged 93% of his max HR), and Sonia pushed at the end to gain a 6-second margin over the next finisher at the line.

From L-R: Sonia, Bryce and Larry enjoy the victory medals!



Labor Day Sizzles with Win for Team LMR!

Depending on which weather report you tuned into, the high temperature ranged from 106–114 degrees Fahrenheit as the Auto Diagnostic Services Team LMR Formula Mazda was raced from pole position to Victory Lane at Buttonwillow Raceway Park Labor Day weekend. This was a last chance race to get everything tuned-up properly for the upcoming SCCA National Championship Runoffs at Indianapolis Motor Speedway later in the month. “At last, our on-board data

program seemed to be working without a glitch and everything else was in order to go out and have a successful weekend. While most people at the track seemed to be struggling with the heat, I was just fine,” said Mason. “I had been train-



Team LMR FM racing to victory on a sizzling hot day. Photo by Cali Photography

ing quite a bit in the heat doing CAT 2 and CAT 3 climbs on my bicycle over

the summer so that really helped with my race preparations.”

Fitness Focus—What’s Your Plan for Fitness in 2018!

As an ACE-certified personal trainer, Larry Mason believes that your training plan should be SMART—Specific, Measurable, Attainable, Rele-

vant, and Time-bound. With those qualities in mind, it’s simple to make a plan for 2018. Remember that Rome wasn’t built in a day so if you’re

lamenting a few too many pounds from over-indulgence during the holidays, be patient. Small (and seemingly insignificant) changes

like cutting back 500 calories per day equals a pound of weight lost per week. Keep it up and by the end of the year, you’re 52 pounds lighter!

Sponsor Spotlight

To be successful **Team LMR** strives to deliver maximum positive Return On Investment for our sponsors and supporters.

It takes tremendous time, effort and resources just to be able to arrive at the race track. Once there, the crucible of intense competition only fuels the desire to be competitive and win races. None of this would take place without external support. The following is a list of those that contributed to and played a major role in

the continued success of **Team LMR** this year:

Sonia—Thanks to my wife (and personal assistant on race weekends). She does everything from sponsor and media relations to cleaning the car and umbrella girl duties!

Auto Diagnostic Services—Thanks Tom, Rick and Stella

Polar—Thanks Wayne and Matti

The Fiberglass Body—Thanks Scott and Greg

Bell Helmets— Thanks

Kyle and Chris

Jim Webb Motorsports—Thanks Jim

Triathlon Lab—Thanks Lloyd and Theresa and staff

Performance Plus—Thanks Dave and staff

LA Tri Club—Thanks Paul and Deb

Mazda—Thanks David, James, Dan and Dean

Goodyear—Thanks Jim and Collin

SPA Technique—Thanks Dan

Texas Autosports—Thanks Moses and Tara

Formula Car Challenge—Telo and World Speed Motorsports staff

And thanks to the contingency sponsors—**Summit Racing** and **Hawk Brakes**

Also thanks to the extra crew help from **Fred, Bryce and Brandon** along with all of those who followed **Team LMR** via social media, in person and signed the car donating to the **Challenged Athletes Foundation**.



Put your company on the marketing fast track TODAY!

Web Special—If you'd like to be notified of when the next MRN Newsletter will be posted online, then send an email to info@LMRMC.com.

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 2018 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

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!

Merry Christmas and 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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