



Team LMR 2021 Looking Forward

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Multiple championships, racing victories, pole positions, and track records are what **Team LMR** strives for while providing a positive return on investment for the team's sponsors and marketing partners. 2020 proved to be a huge challenge worldwide due to the horrible COVID-19 pandemic. Thankfully, there are now multiple vaccines that are being distributed so that hopefully soon we can get back to being close to the people we love. From a racing standpoint, we're looking forward to getting back on track as soon as possible,

however this must be accomplished with a safe environment for all involved. Part of the benefits of having a race team is being able to go to events where throngs of people gather to enjoy the action and learn about the team's sponsors and how that can benefit them. Sampling products, business-to-business relationships and more are just a couple of ways that the platform of auto racing provides. Perhaps by the

fall of the year, **Team LMR** can get back on track. The SCCA Runoffs are once again being hosted at the Indianapolis Motor Speedway and with your support we can get there.



Driver Coaching Ramps Up This Season

Larry Mason has been teaching students how to drive race cars for many years. For several years he's also taught teen drivers the fundamentals of high-performance defensive driving. In this age of technology, Mason is now able to reach students via phone calls and data downloads. Most race car drivers today have access to in-car camera footage as well as on-board data systems. Between the two of these,

Mason is able to use his experienced eye to watch for techniques that can be improved to ultimately lower lap times. "Watching and listening to the on-board footage is really helpful because you can get a sense of how well the driver manages his/her driving approach on the track as well as competitive race craft. With data traces, I can overlay different laps to see where and how much time is lost or gained de-

pending upon how that corner was taken. Although it's not done in real time (like Formula One telemetry), there's usually enough time between sessions or in the evening to go over the main points to help that driver achieve success", explained Mason. If you or someone you know is looking for driver coaching, please contact Mason. He guarantees that you will go faster or you get your money back!

Fitness Focus—Nobody Likes a Pain in the Neck!

In the racing world, that means the G forces of the turns puts a tremendous strain on neck muscles that is only exacerbated by the bumps in the middle of those turns. To be able to withstand those G forces, it's imperative to train the neck muscles on a regular basis. Larry Mason has designed and built a system that he's been training with regularly so that when it comes time to get into the race car, he's good to go. This is in addition to all of the cardiovascular and other

strength and endurance training that he does. There's no substitute for working the neck muscles like driving and racing itself but that would cost thousands of dollars a day to do. Since that's not an option for most drivers, the gym is where the action is. Forward and backward movements prepare the neck for braking and acceleration forces while side to side training is for the turns. At tracks like Auto Club Speedway in Fontana, CA where Turns 1 and 2 of

the Superspeedway oval are banked at 14 degrees and are almost half a mile in length, severe neck fatigue can develop over the course of a race and cumulatively from all of the practice and qualifying sessions over the course of an event weekend. That's where pre-race prep really pays dividends at the end of a long weekend of racing. Mason's neck exercise harness has a heavy duty spring attached that allows for him to create tension in that spring for

steady state (flex and hold), multiple reps (muscle strength and endurance), and also allows for striking vibrations which would simulate hitting bumps while in mid-corner. Although this training is highly effective it still isn't the same as being on track. For that, Mason also has a 125cc shifter kart that is more cost effective to operate and can impart even more severe neck fatigue than the Formula Mazda. After all, nobody likes a pain in the neck!



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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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Join *Team LMR* today!

Team LMR is actively seeking marketing partners to join us as we race into the 2021 season. Sponsorship begins for as little as \$200! 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!

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info@LMRMC.com

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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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