



## Larry Mason Podcast Interviews a Hit!

### Auto Diagnostic Services



#### The Fiberglass Body



Jim Webb Motorsports



PerformancePlus.cc

Your Name Here!



QR code link to Facebook.com/TeamLMRUSA

### Inside this issue:

	Page
Tech Tidbits — Radio Communications	2
Join Team LMR Today!	2
We want to hear from you!	2
Web Special	2

Since last year, Larry Mason has been writing and posting podcast interviews on the Fast Lane Racing School’s website: [www.raceschool.com](http://www.raceschool.com).

If you click on the “blog” link in the upper right of the home page you can see all of the content Mason has been creating. His writings, podcast interviews and photography has been featured and received positive reviews. The podcasts are also available on podcasts.apple.com as well as Spotify.

If there is an interview or a

subject that you’d like Mason to cover, please contact us. New content is posted weekly so check back often for the latest posts.

Mason gathered tremendous content at the Acura Grand Prix of Long Beach and also while on a road trip following that event. Upcoming posts include this year’s Indy 500 pole-sitter, Scott Dixon and winner, Marcus Ericsson, four-time Indy 500 winner, Helio Castroneves, seven-time NASCAR Cup Champion, Jimmie

Johnson, and many, many more. Mason also got the female perspective interviewing a race-winning engineer for Chip Ganassi Racing as well as numerous other women involved in professional motorsport.

He’s also working on a series of Track Tips as well as safety products for racing feature stories.



For a direct link to these podcast interviews, visit:

[www.raceschool.com/blogs](http://www.raceschool.com/blogs)

## Ride & Drive Road Trip

After Corona virus pandemic restrictions started lifting last year, Mason resumed his work as an expert in the automotive field. Working with a major manufacturer, Mason was brought in to be a subject matter expert (SME) on a global launch program. That gig soon morphed into static and dynamic vehicle evaluations including at that brand’s proving grounds in Arizona. From there, Mason was tasked with

overseeing a photo shoot for training materials and then he was enlisted to perform on-camera as a co-host for the live (and pre-taped) segments of the vehicle launch itself. This included work at the proving grounds for speaking parts as well as precision driving for B-roll beauty shots. Mason was complemented by the director for his driving skills at the track whereby he performed numerous driving maneuvers to get just

the right shot. The launch program culminated with the global launch in December and the domestic launch from January through May of this year. “It’s great work if you can get it,” Mason enthused at the conclusion, “but it’s also a lot of work. I learned a tremendous amount on this gig and enjoyed working with such true professionals during the entire process and especially during the live broadcast.”

## Tech Tidbits—Radio Communications

If you've watched any kind of professional motorsports, you know that radio communications is key to getting the driver on-track information as well as letting the driver tell the crew what's going on from their perspective. For **Team LMR**, our radio setup includes the portable radio mounted in the car, a crew chief radio/headset for Tom Engelsman, and a microphone and earpiece for driver Larry Mason. Mason's earphones are custom formed to his ears

via an impression that was taken. This is a similar experience as what you'd get at the dentist (minus the dental tray!). Mason had each earpiece color coded differently so that he knows at a glance which is left and which is right. Besides being extremely comfortable, these also block out high-volume engine noise that can lead to hearing loss if not abated. The microphone is mounted inside the front of his Bell helmet and stereo jacks are mounted (see

photo) on the outside of his helmet.

**Team LMR** also has additional headsets and radios for other crew members (Sonia and Stella) that they can use to monitor communications or work as a spotter on the far side of the track. Mason is not a big talker on the radio and prefers radio silence most of the time, however there are some big exceptions. The call for "GREEN, GREEN, GREEN" at the start of the race is important as Mason's view to the starter

stand might be blocked. Also, telling Mason when the halfway point is or counting laps down is also useful. Reporting gaps to the front or behind is also valuable. Finally, it can be a valuable tool to debrief engineering notes while still in the car so that set-up changes can be made in the most time-efficient manner.



Photo by L. Mason



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

You'll receive an email with a direct link to the newsletter. You can opt out at any time. We do not rent, sell, or loan out your email address.

**"Unless you're leading, the scenery never changes." — Larry Mason**

VISIT

**[WWW.LMRUSA.COM](http://WWW.LMRUSA.COM)**

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 2022 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!***

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.

Copyright © 2022 LMR All Rights Reserved.