



Team LMR Returns to Track and Victory Lane!

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Inside this issue:

The Instructor and the Student	2
Racing to Physical Limits!	2
Join Team LMR Today!	2
Web Special	2

After a long layoff, Larry Mason and **Team LMR** made a victorious return to racing at Buttonwillow Raceway Park in October. “There were a lot of small details that needed to be taken care of before we got on track, but thanks to Tom, Sonia, and Antonio, we worked hard and made it happen” said an excited and relieved Mason. He continued, “It was a double race weekend and we won the first one which was unexpected after the long

layoff, but certainly appreciated. Unfortunately in race two we had a fuel issue that dropped us down to third place at the end. That was unfortunate as we set the fastest lap of the race in class for the second day in a row! Either way, a double podium finish is a great way to return to the track!” There are some other issues that arose while at the event and which will be financially significant to



Photo by Sonia Mason

fix. The fuel issue stemmed from the fuel cell (which is a bladder type fuel tank) and that will now have to be replaced. Additionally, our Pi data system dashboard malfunctioned so that will also have to be addressed before the next race.

Sonia’s View

I know it’s been a while since I’ve written an article for MRN, but I was earning my master’s degree in business analytics at Pepperdine, which I’m really excited about. One of the goals I had in doing this program was to better understand analytical modeling, strategy, and translating data. Just about everything I studied over the past 2 ½ years can be applied in some way to auto racing and so I wanted to take a moment and talk a little bit about how data can help drivers and teams, and then how we use it at **Team LMR**.

Data affects our lives in more ways than ever before. As consumers, we willingly give our data (e.g., what items we buy, when we buy, what sites/people we follow, etc.) every day to host sites, social media, and search services. Companies use this data as a ‘cheat sheet’ to better tailor their services and products towards consumers. How does this work in auto racing? If you are watching a televised race, an in-car view usually shows the type of data that is being collected: RPM, speed, gear position, lap times, etc. This data is collected via sen-

sors that are on the car and transmit the information to a central unit in the car. Depending on the model and cost of the data system, the data is either downloaded when the car comes in to the pits, or the data is wirelessly transmitted to the team engineers in real time. The engineer then interprets that data to maximize performance with the driver and team. Changes with the car’s setup would be made to make it faster and/or more efficient.

Look for Part 2 in the March issue.

The Instructor and the Student

Larry Mason's race win at Buttonwillow Raceway Park in October had additional special meaning. As you may know, in addition to his weekly podcast for Fast Lane Racing School, he's also an instructor. At the conclusion of each of the two races, Mason shared the podium with a former student. "Your goal in racing is to win, plain and simple" explained Mason. "But if you can't win, and you still end up on the podium, it's a good day. I'm glad that I was able to help Taylor get up to speed and be a small part of his success. He has a bright future in front of him."

Larry (L) & Taylor (R) share the podium at Buttonwillow.



Racing to Physical Limits!

In September, Mason made his return to racing in the sport of triathlon and had a very successful race. Considering that it had also been a long layoff (one year) since his last event, and still a wee bit nervous about coming back from a bout of plantar fasciitis, Mason raced hard on the sprint distance course. "My best discipline is the bike portion and I had the second fastest bike split in the race only getting beaten by a Team USA competitor. I certainly salute his performance, but if I do this race again next year, I'll certainly want to try and go one spot better!" said Mason. Sonia ran the 5k portion and finished 3rd in her age group!

The Mason's also jumped into a Marine Corps Boot Camp Challenge event where you compete on the same course that Marine recruits train on to become soldiers. Sonia had done it the year before and returned for a second run and Larry completed it for the first time!



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"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 2024 season. You can be a tire sponsor for just \$1,500 or an entrant for \$750. Makes a great Christmas gift! Hurry, next race is January 13-14!

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.

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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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