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The Thrill of Victory and the Agony of Concrete

Larry Mason had an up and down weekend near Phoenix at Firebird International Raceway on December 8th and 9th in a Moses Smith Racing Formula Mazda (FM) racecar for the SCCA Double Regional Championship races. This was his first race back in an FM in two years and Mason got up to speed quickly by qualifying second (in class, fifth overall) in wet but drying conditions.

At the drop of the green flag, Mason was on the gas hard but saw one of the Formula Atlantic cars in front of him fishtailing wildly on the drag-strip front straight. "I backed off because he was having a really hard time controlling the car." Unfortunately for Mason, the cars behind just went for it and narrowly



Mason gets strapped in by Moses Smith before heading out to race. Photo courtesy of Sitara Wilson/MSR.

avoided contact. This kept Mason boxed in behind a slower car for about four or five laps. When he finally got by; the leader was nowhere in sight. "I just put my head

down and went to work. Before I knew it, I had the leader in my sights and I was gaining on him by about two seconds a lap!"

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Sonia's View From the Passenger's Seat

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I wasn't able to travel with Larry to Phoenix during his last race but fielded the usual questions like "Do you think that racing is a dangerous sport?" (yes) and "Do you worry about Larry getting hurt?" (no) It helps that I've been through both race car and kart racing schools so I can actually enjoy the events when I go. However, when I received Larry's call right after his accident at Phoenix, I was extremely grateful for all the extra safety precautions that he took.

For starters, he wears a Bell helmet that fits like a glove on him, constructed to with-

stand the worst and look the best. Between that and the HANS device, he avoided a neck/brain injury. I'm well aware of the lifetime effects that a traumatic brain injury can have on a person so I'm happy it was Larry who called me and not a doctor from the ICU.

Larry's race suit is a triple-layer Nomex suit (and that's on top of the Nomex underwear, balaclava, gloves, and socks). The race suit alone has one more layer than what's currently required these days and he goes above and beyond because he believes that being safe

is better than being burned and I agree. I'd like to think the extra layer helped cushion him in the car too.

It was a good thing he had all of these things in place because a concrete wall, like an Ironman triathlon, is not a respecter of persons. Perhaps the day will come when all tracks will benefit from the SAFER barrier that is available now, but until then, as long as drivers are smart enough to protect themselves properly the rest of us can just sit back and enjoy the ride.

Thrill *continued from page 1*

“I saw him understeer big-time coming onto the front straight so I knew he was pushing really hard. I was faster than he was in a couple sections and he was bit quicker than me in others but overall, I knew that I was faster. The next lap into the tower turn leading onto the front straight, he spun out right in front of me. I ducked around the outside and took off.” A Formula Atlantic car slammed into the wall on the front straight due to the

slippery conditions and the race ended under caution with Mason the winner. “I really want to thank Moses Smith for all of his support this weekend. We’ve run together before but this is our first win together. It was long overdue.”

Sunday’s weather conditions were cold and damp with off and on showers. Qualifying second again, Mason and Smith had to make a decision on whether to race on slicks or rain tires. It rained at lunchtime

but was clearing for the start of the race. Both men agreed on rain tires and it proved to be the right choice.

With the track still wet from the lunch-time showers; Mason easily out-braked the leader (on slicks) into turn one and took the lead. “I saw him sticking with me for the first couple of turns, but knew that with the conditions, *Thrill cont. on p. 3*



Mason (car #69) out-qualified some faster Formula Atlantic cars at Firebird International Raceway.

Photo by Sitara Wilson/MSR

Fitness Focus

Team *LMR* and Exceeding Expectations Combine for Victory at Tinsel Triathlon

Larry Mason was scheduled to compete at the Tinsel Triathlon in December, but when the opportunity came up to race a Formula Mazda in Phoenix (see

page 1) came up, he donated his entry to the Exceeding Expectations program in the San Bernardino school district. This program is designed to

encourage at-risk youth to move their lives in a positive direction using the sport of triathlon as the vehicle.

The beneficiary was young

triathlete Josh Iron who tattooed the LMR helmet logo on his arm and carried that all the way to a win in his age group!

Fitness Tips From Your *ACE-Certified Personal Trainer* – Larry Mason

Before you know it, summertime will be here. Are you sticking with your fitness plan for 2008?

This has been a severe winter for some and with the lack of daylight, and cloudy dreary days, some people just can’t get motivated to go to the gym. The good news is—you don’t have to! Just because you’re stuck inside, it doesn’t mean that you can’t get some exercise.

With your doctor’s approval, here’s a quick total body

strength workout you can do at home: Start by warming up with two sets of 25 jumping jacks. For your legs, squat down with legs bending no more than a 90° angle and your knees staying behind your toes. Do 3 sets of 10 reps. Follow this with two sets of 25 calf raises.

Moving to the upper body, do three sets of 10 push-ups, switch to a narrow hand placement and do two more sets of 7 reps for triceps. For shoulders, stand with a

neutral back, knees slightly bent and feet about shoulder width apart. Using either gallon containers of water or a stretch band press up over head 2 sets of 10 reps.

Use the same resistance for two sets of 20 biceps curls. If you have a door attachment for the stretch band, connect to the top of a door. Sit down with a neutral spine and do three sets of 20 reps of lat pull-downs for your back. You could alternate this with rows.

Move to core exercises with two sets of 35 crunches each—forward, left and right.

Finish with some stretching of your legs and upper body. Roll your shoulders, circle your arms and take three deep breaths.

If any pain/discomfort, stop and contact your physician.

For more information, contact Larry at: Lmason@LMRMC.com for a FREE no-obligation fitness consultation.

Mason Launches New Infiniti EX Crossover SUV

Mason was lead facilitator on the Infiniti EX Launch Training Program that ran from January through February. The all-new EX is a “personal luxury crossover” vehicle that’s based on the same platform as the G35 sedan and G37 coupe. It features several advanced technologies including an Around View Monitor, Lane Departure Prevention, and Scratch Shield Paint. The EX is a true performance vehi-

cle with 297 hp on tap and either rear-wheel or all-wheel drive. The intelligent AWD system’s roots are from the Skyline GT-R in Japan and soon to be released Nissan GT-R here stateside.

This is also a luxury vehicle that features what the Japanese call “Omotenashi” which means that a gracious host always anticipates each guest’s personal needs. In the EX, this means that the

anticipatory hospitality is carried out via the Welcome Lighting feature. When you approach the EX, the driver’s door puddle lamp automatically lights up along with the interior lights of the EX. It does this based on the proximity of the Intelligent key.

Mason traveled to Chicago, Houston, San Francisco, Atlanta, and Los Angeles to train the sales consultants.



Larry clarifies one of the questions in the participant workbook with a group of sales consultants during one of the break-out sessions. Photo courtesy Paul Ross.

Enjoy the Benefits of Being a Team LMR Insider!

As you know, motorsports today is driven by sponsorship dollars as much as it is by the actual race car drivers. With that in mind, Team LMR has come up with a unique and special offer that benefits anyone who provides qualified sponsorship referrals and leads.

Here’s how you’ll benefit:
When you provide a

“qualified”* referral to LMR you will be rewarded with everything from a commission based on the amount of sponsorship signed, shifter kart seat time, or professional driver coaching. Contact LMR today for additional details and start reaping your rewards!

* A qualified referral includes name, title, company, address, phone, fax, email,

and a personal introduction from you.

* A qualified lead contains the referral information minus the introduction.

Any lead or referral that leads to a sponsorship signed will generate an additional bonus for you.

Open that Rolodex® and act now!

“... motorsports today is driven by sponsorship dollars ...”

Thrill *continued from page 2*

there was no way he could stay there.” Prophetic words indeed as the skies opened up and Mason was as happy as a duck in water. “I just tried to build a gap because I knew that if the rain stopped, my competition would have the advantage on slicks.” Mason built the gap by setting a strong race pace. However on lap five when he came onto the front straight he caught a back

marker going really slow. As it turned out, the car had just spun coming onto the front straight and was just getting going. There was no yellow flag and no white flag indicating a slow moving vehicle. Mason had to get on the brakes hard to avoid rear-ending him. When he went to pass on the slippery concrete, he had a huge sideways moment. “I went around him on the left and

gently applied the gas – it was too much and the car got sideways. I caught it and tried to accelerate again, but this time the car whipped out of control on the slippery surface and came around on me. I was hoping that I could coax it into a 360 and keep going but it wasn’t to be. I slammed hard into the concrete wall (driver’s left) and destroyed the back of the car.” *Thrill cont. on p 4*



What’s wrong with this picture? Plenty as the hard impact shattered two gearbox covers, destroyed the rear wing, oil cooler, muffler and numerous other bits and pieces. Photo by L. Mason



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

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AND CHECK OUT WHAT'S NEW!

Our goal is to deliver maximum return on investment of our clients by cultivating long-term partnerships with the utmost integrity, concern and passion and commercially viable value oriented results.

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2008 Upcoming Events

Team LMR is actively seeking the necessary funding to enter the Indy Racing League® Indy Pro Series™. This series is the final step to race in the Indianapolis 500!

We Need your Help! If you/your company wants to reap the benefits of sponsorship, or for referrals—**please contact Larry Mason NOW!** Start earning your rewards today! (p3)

Thank you for your support.

Competition & Appearance Schedule

(To schedule an appearance email soniarm@LMRUSA.com)

- (A) Mar. 15 Latino/a Youth Conference—Santa Monica, CA
- (A) Mar. 20 Phoenix Children's Hospital—Phoenix, AZ
- (C) Mar 22, 23 Formula Mazda Challenge—Phoenix, AZ
- (C) Mar 29, '08 Indy Pro Series—Miami-Homestead, FL

Thrill *continued from page 3*

"Thank God for Bell helmets! I hit the wall so hard that it shattered two covers on the gearbox. My head slammed back super hard and my Bell Dominator racing helmet did its job of absorbing the impact and cushioning the blow." The doctor also thought that the HANS device helped to limit the twisting and whipping force of the impact.

A follow-up visit and x-rays showed only a contusion to Mason's right heel at the insertion point of the Achilles tendon.

"I can't wait to get back on track and redeem myself and get "Big Mo", the team, and myself another win!"

Photos courtesy of Sitara Wilson/MSR.

