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## Mason Wins 2008 Formula Mazda Challenge West Championship!

With the title chase coming down to the wire in the Formula Mazda Challenge West Series presented by Hasa Pool Products, Larry Mason did what he had to do to score maximum points.

Mason came into Rounds 9 & 10 of the FMC sitting in second place in the standings and knew it would be a critical weekend for earning points and closing the points gap for the series title. Fortunately for Mason, everything worked out great; he was quickest in every practice, qualifying and race session, but it was by no means an easy weekend. The temperature hovered in the mid 90s all weekend at 'The Fastest Road in the West' - Willow Springs International Motorsports Park.



Mason collects his checkered flag to embark on a victory lap in Round 10 of the Formula Mazda Challenge at Willow Springs Intl. Motorsports Park. Photos courtesy of Sitara Wilson/MSR.

During Round 9, Mason had pulled out a little bit of a gap on second place and was actually quite close to one of the faster Pro Mazda Formula Atlantic cars in front of him. Being that close actu-

ally played a pivotal role in the race as the Atlantic slowed way down in Turn 9 for a massive amount of dirt, debris, and the nose of  
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## Sonia's View From the Passenger's Seat

Watching the final lap of the final round of the Formula Mazda Challenge West Series presented by Hasa Pool Products was as if time suddenly decided to move slowly. I had busied myself throughout the final race weekend of this series by taking down all of Larry's lap times (never mind that someone else was doing that) and mentally "pushing" Larry's car whenever I saw it come by (obviously he didn't need me to do that but I did it anyway).

Saturday's race brought ex-

citing nose-to-tail action between Larry and Jim Hall II to where spectators on the tower were shifting viewing positions as the cars came by.

Sunday's race had an explosive start as Larry jumped ahead of the competition and (in my opinion) left the others wondering for a brief moment what happened. During the race, some cars spun off course causing dangerous dust clouds, but Larry made it through just fine.

I couldn't breathe that whole "slow-mo" final lap. As I

watched, I thought of the effort Larry put in (not only in this race, but the rest of the season), the sacrifices we made, and how proud I was of the team. When he crossed the finish line to win the race and the championship, I could finally take a breath.



## Sponsor Exposure at Northrop Grumman Car Show

Larry Mason put his 125cc shifter kart on display at the annual event that takes place adjacent to the cafeteria at the aerospace giant. Along with his kart, Mason brought his Bell hel-

met, Polar heart rate monitor and data graphs, and autograph cards.

Numerous engineers and other personnel stopped by to inquire about the speed

of his kart. Mason was able to answer those questions and provide advice on proper helmet fit and Bell helmets to some budding drivers. He also answered questions on Polar products.



## Mason Piles on the Miles with In-Dealership Training

Larry Mason put plenty of miles on the 2009 Nissan Maxima over the summer in a trip that took him all over the Midwest.

“The new Maxima is an incredibly comfortable and performance oriented car. I loved driving that car. If you’re in the market for a four-door sports car, give it a serious look.”

During his layover time, Mason was able to meet with multiple Indy Lights teams while in Indianapolis in regards to racing next year. He was also delighted to visit the awesome National Museum of the USAF at Wright Patterson Base in Ohio.

Mason drove about 5,000 miles in the new BMW

135i Coupe during an Infiniti comparison training program. “The twin turbos have virtually zero turbo lag and the chassis feels like it’s been machined out of a solid piece of billet aluminum. It’s not the most comfortable car on long trips, but it is certainly a lot of fun to drive.” Mason traveled through 16 states on these two tours.



The YF-22 and sole surviving XB-70 were just two of the hundreds of awesome aircraft on display.

Photo by Larry Mason

## Fitness Focus

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

Winter, the holidays, company functions and family get-togethers are here. With the shorter days and longer nights, cold weather and added pressure to your time schedule, is your fitness going to suffer? Are you going to gain the ‘holiday five?’

Let’s keep your fitness program simple to make it through the winter with more energy and a trim waistline. Here are some tips on how to do it:

Eating strategy—It’s okay to

eat the holiday rich food feast if you keep portion control a priority. Instead of five of the chocolates, how about 1 or 2. Instead of a large slice of pie with whipped cream, take a sliver. Instead of seconds and thirds at the table, eat slowly and savor the flavor of one serving. Whatever you do, don’t skip meals—that just slows your metabolism down. Plan ahead and take some healthy snacks with you for your shopping trips like an apple or baby

carrots in a re-sealable bag.

If you do happen to go for it at the dinner table, then try to get a bit more cardio exercise in during that day. Take the stairs instead of the elevator. Don’t worry about the closest parking space at the mall, work, or supermarket. Instead, search the outskirts of the lot. In the end it may be faster to park there and walk then to try and wait for a closer spot. Walk the neighborhood after dinner to admire those Christmas

lights. Kick up your heels at holiday parties and dance! Dancing can burn anywhere from 250 to 500+ calories per hour according to USA Dance.

Finally, if you do happen to gain a few pounds, hey that’s just more motivation to get back into your fitness routine and watch those pounds melt away!

For more information or for a FREE no-obligation fitness consultation, contact Larry at: [info@LMRMC.com](mailto:info@LMRMC.com).

## Mason Provides 'Physics in Auto Racing' Lesson Plan to Charter School

Ms. Malek at the Learning Foundation and Performing Arts School in Gilbert, AZ offered Mason the opportunity to come and present this subject to her class. Unfortunately, due to his travel schedule he was unable to be there in person.

However he was able to create a lesson plan that included a visit to his [www.larrymason.net](http://www.larrymason.net) website where the students could watch the in-car camera footage from Infineon Raceway. By watching this video along with the lesson plan

he provided, the students learned about Newton's three laws of motion, aerodynamics, friction, and how they apply in the real world.

Ms. Malek was pleased with the results. "The students really enjoyed it. . . It was

exciting for them to apply what we have been learning to race car driving. . . I did some explaining and they flew with it. Overall, it was great."

To see the in-car camera video, visit

## Mason Wins *continued from Page 1*

another race car that had gone off just a bit earlier. As Mason slowed for the waving yellow flag and the Atlantic car, that gave Mason's closest pursuer all the advantage he needed as he blew by both Mason and the Atlantic just past the debris field and yellow flag.

Mason had to downshift and start accelerating hard again but lost about 2 seconds to the new Formula Mazda leader. Mason was up to the challenge and soon started closing in. He caught the leader in the long uphill right hand Turn 2 and saw the leader understeering through the turn. Mason closed the gap and tucked up underneath his rear wing but then Mason's car started to 'wash out' because of the lack of aerodynamic grip on the front wings. Mason knew what to expect as he had experienced that same sensation a few years back in the same corner in a Formula Atlantic car. Mason held his line and started to look for a way past going into the 2<sup>nd</sup> gear uphill left

hander Turn 3. The leader threw a big blocking maneuver and chopped down on Mason's nose. "I knew at that point I had the fastest car, but there aren't any big braking zones at Willow Springs so I'd have to stalk him hard," Mason explained. "The next lap, I held back a bit on the entrance to Turn 2 so I'd have a great shot off the exit and he threw the big block again!" However, the leader pushed too hard in the tight Turn 4 and slid to the outside and that's when Mason pounced and drove to the inside and re-took the lead. At that point Mason was able to re-establish his lead and carried it through to the checkered flag.

"I really have to thank Moses Smith Racing for having a great set-up on the car. 'Big Mo' really understands how these cars work and it was a real pleasure to race it today and to work with him and Tara Wilson. Not only was the Polar/Bell/Tri Lab/MSR race car comfortable to drive, but I was comfortable too. I was



Mason takes the checkered flag at Willow Springs.

wearing my new Bell Racing Inner X fireproof and moisture wicking long underwear. Bell's message on the front of the safety garments says 'Race. Win. Live.' I was happy to oblige."

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Mason on the top step of the podium. Photos by Sitara Wilson/MSR

## Mason Wins *continued from Page 3*

Round 10 started off well with Mason taking the pole position overall. He had a great start and when the others behind him started battling for second place, "That gave me just enough room to break the draft," said Mason. He continued to extend his lead and won wire-to-wire for another satisfying win and closed the gap even tighter for the championship title.

"On a personal note, I dedicate my Round 9 win in the memory of Michael Hollander who was a good friend and an incredible auto racing journalist. I dedicate my Round 10 win in the memory of Paul Newman who was a tremendous supporter of auto racing and a gentleman I shared some time with at Willow Springs a few years ago. Both of these legends in their fields will be missed."

The final two rounds of the FMC would take place October 25th and 26th at Buttonwillow Raceway Park near Bakersfield, California. Mason's two previous victories tightened the gap in the championship standings, but he still had to win both races to win the series title. His weekend started out well with a pole position for Round 11. After a hectic start that saw Mason get boxed in traffic and lose four positions, he fought back and reclaimed each position until he caught the leader.



Aaron Graham, Sonia, and Larry Mason contemplate race strategy from the front end of the grid.  
Photo by Peter Bernstein Photography

Although it took a few laps, Mason managed to take the lead and hoped to stay there. Unfortunately, lapped traffic and a stout competitor who wouldn't give up saw Mason relegated back to second place. This battle raged on throughout the race but Mason prevailed with a hard fought victory. "I'm really happy and proud of our results," beamed Mason afterwards. "I have to thank MSR for providing me with a great car and set-up all year. Even though 'Big Mo' wasn't able to be at the track until the race on Sunday, Mike Williams and Aaron Graham filled in and provided fantastic support throughout the



On his way to a hard fought victory, Mason leads Jim Hall II in the penultimate round of the FMC.  
Photo by Randy Rike

weekend. We had great teamwork and race strategy that really paid off."

In Round 12, Mason grabbed the pole again and was never passed as he went on to win the race while his competi-

tors battled amongst themselves. It was a bit dicey on the last lap as oil was scattered on the track. Graham was on the radio to alert Mason and he was able to navigate his way around the slip-Mason Wins cont. on Page 5

### Mason Wins *continued from Page 4*

perly conditions. This victory clinched the championship in the final round of the 2008 season.

“Special thanks to MSR, Polar, Bell, Tri Lab, and Performance Plus for their support. Moses Smith, Tara Wilson, Mike Williams, Aaron Graham, and my wife

Sonia’s support was absolutely stellar.”

Mason’s next goal is to move up to the IRL Firestone Indy Lights championship for 2009.

Mike Williams talks last minute strategy with Mason while Aaron Graham smiles with confidence of the results to come.

Photo by Peter Bernstein Photography



### The Road to the FMC Championship in Pictures



Two visits to Phoenix Children’s Hospital, 7 pole positions, 5 victories, and the Championship highlighted the year.

Photos above courtesy of: Sitara Wilson/MSR, Allison Otu/PCH, Dennis Baer, and Larry Mason

### Mason Earns Third Place Finish in Cal Club Championship Standings

Despite running just a partial season in the California Sports Car Club Region of the Sports Car Club of America, Mason’s top three finish came on the strength of four consecutive

Formula Mazda class wins.

“I had not raced with the club for a few years. It felt good to be back at the tracks I used to race at,” said a grateful Mason.

Larry Mason is pleased to receive another trophy in 2008 at the Cal Club Awards Banquet in the Marconi Automotive Museum. Photo by D. Baer





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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 for our clients by cultivating long-term partnerships with the utmost integrity, concern, passion and commercially viable value oriented results.  
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## 2009 Upcoming Events

Team LMR is actively seeking marketing partners to enter the 2009 Indy Racing League Firestone Indy Lights Championship. This series is "The Fast Track to Indy!"

**YOUR NAME HERE!** Find out how your business can generate ROI by joining **Team LMR**—please contact **Larry Mason Today!** Start earning your rewards NOW! (see below)

Thank you for your support.

### Competition & Appearance Schedule

(To schedule an appearance email [soniarm@LMRUSA.com](mailto:soniarm@LMRUSA.com))

- (A) Jan 13 IRL safety meeting—Indianapolis, IN
- (C) Feb 8 Redlands Triathlon—Redlands, CA
- (C) Apr 4,5 IRL Indy Lights—St. Pete, FL
- (C) Apr 19 IRL Indy Lights—Long Beach, CA

Merry Christmas & Happy New Year!

## 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 ..."*

## Bonus Coverage—Team LMR Sponsors Gain Extra Exposure!

Larry Mason's successful season has been highlighted on the Bell Racing and Triathlon Lab websites. Logos and text mentions are included. Visit these sites for more info:

<http://www.bellracing.com/public/index/news/detail/506/>

<http://triathlonlab.com/content/sponsored-athletes.html>

