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## Mason Scores Podium Hat Trick at Auto Club Speedway!

Competing for the first time since winning the 2008 Formula Mazda Challenge West Presented by Hasa Pool Products championship in 2008, Larry Mason drove the **Triathlon Lab** Formula Mazda with **Moses Smith Racing** at Auto Club Speedway (nee California Speedway) in Fontana, California to three podium finishes in three races on January 23rd and 24th. The regional/national/regional race format kicked off the season for the California Sports Car Club region of the SCCA.

Beautiful sunny weather greeted the racers and fans after a week of pounding rain and the snow-capped mountains in the distance provided a dramatic backdrop to the racing action.



Mason makes a pass for second place and the driver getting passed puts his hand up in frustration. Photo courtesy of Lloyd Taylor.

“It was great to be back behind the wheel again in the **Triathlon Lab/Polar/Bell/MSR** car. The on-track action was pretty exciting – especially from my viewpoint! My first session on Saturday

morning was on a wet and slippery track from the overnight rains. Going through the oval turns one and two on a damp track certainly had my attention! There *continued on page 3*

### Inside this issue:

Mason and Mason at the Redlands Triathlon	2
Mason at the Inaugural Tri Expo in San Diego	2
Fitness Tips From ACE-Certified Personal Trainer—	2
Podium Hat Trick, Cont.	3
Upcoming Events	4

## Sonia’s View From the Passenger’s Seat

The race weekend at the Auto Club Speedway is definitely my favorite of the Cal Club-SCCA racing season. The unexpected snow-covered mountain range outside of the track also served as the perfect backdrop. Aside from the great family atmosphere (as with all Cal Club races), we had the opportunity to enjoy the full venue and view all the race action from prime area seating – while having access to areas that during other races (i.e., NASCAR) may not be open to the general public – so the entire weekend felt like an exclu-

sive event. We stayed in the infield over the weekend in an RV. The RV experience at a race track was not at all what I had expected! I now understand why race fans love the infield as opposed to staying in a hotel and why drivers prefer the environment of the RV while away from home. Camaraderie and block parties aside, there was a stillness filled with excitement each morning right before the first cars begin rolling out on the track. I remember on Sunday morning hearing the engines starting up right at

sunrise (I was still in bed), and I was just so excited to be there on that “front row” to the action. While preparing and hosting the hospitality area, I still got to enjoy the race (along with our guests) thanks to our great location. Come out and join us at the next one!



RV complements hospitality.

## Mason and Mason Race in Redlands

Valentine's Day started with an early wake-up call and a drive to Redlands, California for a sprint triathlon for Larry and a 5k for Sonia. It was the first triathlon for Larry in over a year and he

really enjoyed the challenge. "It's great to get back on the bike and hammer on the course. I was only passed once on the bike portion but regained that position a few mo-

ments later. My **Polar** heart rate monitor showed an average of 166 bpm on the bike portion." Sonia meanwhile placed solidly in the top 10 in her age group with a seventh place finish!

Sonia ready to race at Redlands. Photo by Larry Mason.



## Mason at the Inaugural Tri Expo in San Diego

Larry Mason helped man the **Triathlon Lab** booth at the Inaugural Tri Expo in San Diego January 29th and 30th.

The consumer show featured the latest equipment and nutritional products for amateur and professional triathletes alike and was free to all consumers.

The show attracted many stars of the triathlon world including Ironman World Champions Craig Alexander and Michélie Jones. Chris Carmichael (coach of Lance Armstrong) and many others were there to give seminars and answer questions.

"I was able to get some good cycling and mental

preparation tips from Chris Carmichael that should help me in the world of auto racing and triathlon alike. I also met a new friend—Cody Macasland who is a double amputee and is one heck of a cool kid. The Tri Lab booth was busy and in conjunction with Rocket Science Sports, moved lots of cool triathlon gear."



Guillaume Reynet of Tri Lab, Cody Macasland, and Mason share a moment at the Tri Expo. Photo by Carly Chamberlin.

## Fitness Focus

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

There's enough sugar and fat in foods starting at Thanksgiving and going through Valentine's Day that could last us the rest of the year. Have you been good and worked it off by exercising or are you still feeling the effects of overindulgence? Springtime is here and it's time to rededicate ourselves to a fit and healthy lifestyle.

Here are some core strength exercises to help you look, and feel better. For all of these exercises, please fac-

tor in your current fitness level and either decrease or increase sets/ reps as needed.

The nice thing about all of these exercises is that they can be performed at home with little or no equipment!

1) **Crunches**—start by laying on your back with your feet flat on the floor and legs bent to about a 90 degree angle. Cross both hands over your chest. Look up and forward and contract your

abs and raise your shoulders just off the floor. Roll back slowly and repeat for 30 reps/2 sets.

- 2) **Twisted crunch**—variation of #1 to work obliques. Cross your left leg over your right knee. Raise your right shoulder towards your left knee for 30 reps/2 sets. Repeat using opposite knee/shoulder.
- 3) **Plank**—Keep your body straight as a board with

toes and fore-arms/elbows touching the ground hold for 30 seconds/2 sets.

These are the basics. For more information on how and when to advance, please contact me. And remember, always check with your physician before starting any exercise program. If you experience pain—stop! For more information or for a **FREE** no-obligation fitness consultation, contact Larry at: [info@LMRMC.com](mailto:info@LMRMC.com).

## Podium Hat Trick, *cont.*

were so many drivers spinning off on just about every corner during that qualifying session that a full course caution flag was shown. Unfortunately, I was a victim of that full course caution. As another driver passed me going into turn three, he got a call on his radio telling him of the full-course caution. He decided to back off, get on the brakes, and get back in line behind me. Apparently, the corner workers only saw the last part and called in to the stewards that I had passed under the full course caution. My penalty was having my time disallowed and put to the back of the starting grid.

“In the first race I had a reasonably good start and was able to pass quite a few cars before turn three and I was in third place in class. I saw second place up ahead and put my head down to catch him. I was closing big in the tight section before returning to the oval. I made a move to the inside to make the pass, but the other driver didn’t see me and took his normal racing line. I had two choices – hit him and take both of us out, or hit the big safety cones lining the inside of the track. I chose the latter, spun and continued. The contact bent the front wing support but otherwise I came away unscathed. The car still seemed pretty fast despite the damage. It took me a few laps but I caught him and drafted by in turn one. I held second at the finish.

“In race number two, the action heated up fast as

multiple cars crashed, spun, and blocked the track coming off of the oval on the first lap. It looked like turn one at the Toyota Grand Prix of Long Beach with so much carnage! I managed to stay out of trouble by having to go off course a bit to get through the mess, I wasn’t able to make any headway and finished third after qualifying fourth.

“Race number three had me starting second thanks to my finishing position from the day before. The leader was able to get a draft from one of the sports racers and pull just far enough away that I wasn’t quite able to catch him. I finished second again, but the best part is that the official results showed that I had set the fastest race lap in our class! The speed was there, we just needed more time.

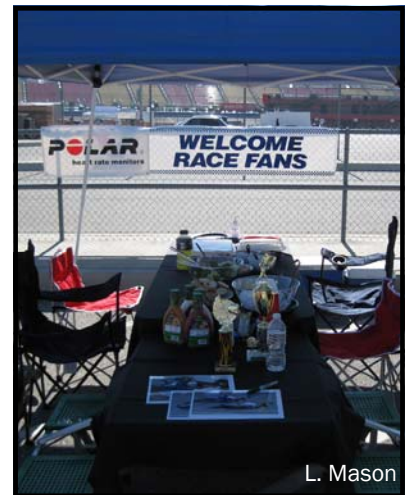
“All-in-all it was a very good weekend with three podium finishes in three separate races – a triathlon of sorts! I want to thank Lloyd from Triathlon Lab for his great support over the weekend, Moses and Tara from MSR for fantastic prep work and all of the other details that go into making a fast race car, and my wife Sonia for the incredible private hospitality area, great food, and logistical support. I also really appreciated two things in particular from **Bell Racing**. My **Inner X** inner wear was warm when it was cold outside and moisture-wicking cool when the action heated up. My **Bell Dominator** helmet also proved to be up to the task in the high-



Hot off the track showing the battle scars of scrapes and tire marks on the sidepods and Larry’s helmet. Photo by Lloyd Taylor.

speed sections of the oval where it was planted firmly on my head with minimal buffeting from the wind.”

This race weekend proved to be a great start in preparation for Mason to compete at the Toyota Grand Prix of Long Beach in the Firestone Indy Lights series on April 18<sup>th</sup>. Mason is currently seeking marketing partners to join him for this marquee event.



L. Mason

Team **LMR** private hospitality area.



Mason on the grid waiting to race. Photo by Sonia 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 for our clients by cultivating long-term partnerships with the utmost integrity, concern, passion and commercially-viable value-oriented results.  
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## 2010 Upcoming Events

Team LMR is actively seeking marketing partners to enter the 2010 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)

Thanks for your support.

### Competition & Appearance Tentative Schedule

(To schedule an appearance e-mail [info@LMRMC.com](mailto:info@LMRMC.com))

- (C) April 16-18 IRL Firestone Indy Lights—Long Beach, CA
- (C) April 24,25 SCCA Dbl National—Buttonwillow, CA
- (C) May 28 IRL Firestone Indy Lights—Indianapolis, IN

## 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—your choice! Contact LMR today for additional details and start reaping your rewards!

Any lead or referral that leads to a sponsorship signed will generate an ad-

ditional bonus for you.

Open your contact list and act now!

\* 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.

*"... motorsports today is driven by sponsorship dollars ..."*

## *Kids Corner* Is Here!

Larry Mason wants to see the youngsters of today build the foundation for a successful future. To that end the Team LMR website [www.LMRUSA.com](http://www.LMRUSA.com), has added a fun and educational section via a clickable link on the homepage. Content currently available includes: math quizzes (that are racing related), coloring book pages (as downloadable .pdf files), crossword puzzles (including interactive puzzles), with more to come!

This section will be periodically updated to keep those young minds (and young at heart) coming back for more challenges.