



Volume 24, Number 3  
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# Mason Racing News



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## Mason Finishes the Season Top 5 in National & Regional Points!

In what turned out to be a partial season running the Moses Smith Racing prepared Formula Mazda, Mason's podium finishes in every race he entered earned him enough points to finish in the top five in both Sports Car Club of America National and Regional points in the California Sports Car Club region of the SCCA.

"Although we wanted to race the full season, it wasn't meant to be this year. I'm happy with the results we achieved in the Triathlon Lab Formula Mazda."

Mason also earned some additional publicity and exposure for sponsors at three key events this year. The Lifestyle Expo at the Toyota Grand Prix of Long Beach



Mason makes a memorable pass at Auto Club Speedway in Fontana, California. Photo courtesy of L. Taylor.

(170,000 plus attendees) and at the grand opening of Chuckwalla Valley Raceway for media (which is about 45 minutes east of Palm Springs). In fact, video coverage of that event can be

seen on YouTube (search: Larry Mason Formula Mazda). He also had his racing shifter kart on display along with his Bell Racing helmets at the Northrop Grumman Car Show.

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

Larry and I have taken the end of the year to really focus on re-establishing my fitness regimen. This task has been made easier with my Polar Heart Rate Monitor, a great fitness tool if you have an active lifestyle. I remember my first Polar unit – it was very basic ("push and go") but that was all I needed since I was just starting out and wanted to get used to wearing one and reading results. The one I've used the past few years can record every session and the data can be downloaded to a computer. I have heart rate limits set along with a

run/walk program that beeps to signal the change in pace. I swim, run, and bike with it and it has never let me down. It's my training partner.

Because my heart rate tends to run high under normal conditions, I personally felt that published medical heart rate formulas and so forth were never 100% accurate for me. Since I'm an "exact" person, I've always wondered what my numbers (i.e., heart rate limits for fitness/endurance training) actually were. Recently I went through lactic acid test-

ing for both bike and run activities at a local sports center and since then, I've been able to use those results to better plan and carry out my fitness sessions; I've also noticed an improvement in my endurance as a result. I now have the knowledge of my specific training and racing heart rate zones and can plan my pace accordingly. When I'm racing, I come across the finish line now looking very strong and fresh as opposed to tired and worn out! Another benefit is that I am able to have a more defined fit-

## Mason and Mason Meet Olympic Athlete

Larry and Sonia Mason enjoyed meeting Olympic race-walker Tim Seaman at a recent USA Track and Field event in Southern California. Seaman has set 43 speed records in race

walking events during his incredible career and shared a few tips during what turned out to be a private clinic with them. Since Larry doesn't run due to previous lower ex-

tremity injuries, this was a great opportunity to learn how to go faster by using proper technique. Thanks Tim!



Larry & Sonia share a moment with Olympic race-walker Tim Seaman.

## Sonia's View *continued*

ness plan for long term goals, which Larry is assisting me with.

The best part about knowing these specific zones is that I feel like I'm getting the most out of my training time and I'm working out in the most efficient way to make progress. There are many heart rate monitors out there, but I prefer Polar because their technology is

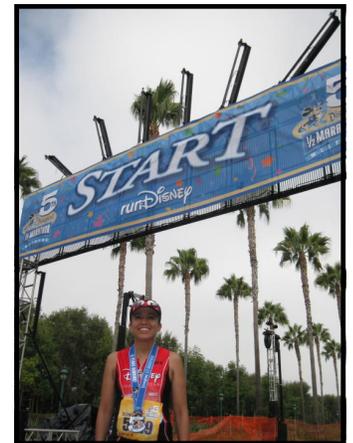
reliable and results proven as the leader in their industry.

I come from a non-athletic background and I know that I'm making progress towards a healthier lifestyle by incorporating fitness into my daily activities. How do I know I'm making progress? I took nearly 30 minutes off of my previous best half

marathon time at the Disneyland event!

Here I am with my finisher's medal "bling" after setting a personal record time in the Disneyland Half Marathon.

Photo by L. Mason.



## Fitness Focus

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

We've worked on core strength and balance this year, now let's focus on flexibility. There are currently two major schools of thought on flexibility. Some say you shouldn't do anything about it because by stretching before an athletic event, you'll actually decrease your performance. Others say that it's a great way to reduce the possibility of injury and feel better.

I'll stand on the rock of the latter. I believe that being

flexible is a great asset in everyday living activities. Let's work on the right way to become more flexible. First of all, stretching while "cold" before an activity is not the best way to get started. Instead, an "active" warm-up of some walking leading into some light jogging with plenty of arm movement is sufficient to limber up your limbs.

Once you've finished your active warm-up, think about what muscles, ligaments,

and tendons you'd like to work on. Concentrate on 'origin/insertion' of your muscle groups' to gain the most benefit. In other words, if you want to stretch your quadriceps muscles, stretch in their plane of movement. For example, while standing on one leg with a neutral spine position, grab the front of your flexed leg behind you. Make sure you don't swing that leg out to the side or hunch over at the waist. When stretching your hamstrings, keep your

body in line with the leg you're stretching and try to avoid arching your back. Ten second holds for 2-5 sets per major muscle group daily should help keep you limber.

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).

## Road Trip With Three Diverse New Cars

### 2011 Mazda 2

In July I began a two month tour training Mazda sales consultants at dealerships throughout the southwest. This is a brand new car to North America but was named the 2008 World Car of the Year for its success throughout Japan, Europe, and Australia. Go to: [www.LMRUSA.com](http://www.LMRUSA.com) for a complete review.



A good looking little car (with or without the fancy graphics) is enhanced by the beautiful backdrop of Garden of the Gods in Colorado Springs. All photos by Larry Mason.

### 2011 Nissan LEAF

Perhaps the most important launch training program in Nissan's history started in October with the debut of the world's first affordable mass market zero tailpipe emissions electric vehicle—the Nissan LEAF. The 2011 LEAF is a battery electric vehicle (known as a BEV or just EV for short). It's not Nissan's first foray into this market segment. In fact Nissan built its first EV back in 1948 and their first production EV back in 1997—the Altra. However, this new LEAF is something special. With standard features like on-

board navigation, CARWINGS telematics, and 100 percent torque at first throttle pedal application, the LEAF is a car that most Americans can use as a daily driver.

Although the range is only about 100 miles, 70 percent of U.S. drivers drive less than 40 miles per day. This car drives like a normal car other than the fact that you have instant 100 percent torque off the line, and it's extremely smooth and quiet. In fact it's so quiet, that there is a vehicle sounds for pedestrian feature that makes a whispering noise to let folks know that you're approaching.

The CARWINGS telematics allows you to pre-heat/cool the vehicle instantly from your iPhone, smartphone, or computer, or set a timer to do so anytime you want. Vehicle status such as range, time to complete a full charge of the battery pack, and other alerts and reminders can also be set via CARWINGS. Inside the car, you can set charging timers and AC/heater timers to take advantage of power company discounts for off-hour usage while conserving battery power for pre-heat/cool.

Visibility is good except for the large C-pillars, although with the SL version, you get a rear view monitor. For bopping around town or short highway jaunts, this car definitely fits the bill and you'll never have to stop at a gas station again.

Re-charging the batteries is as simple as plugging the car into one of three types of chargers - Level 1, 2, or 3. The car comes equipped with a trickle charger (Level 1) designed to be plugged into a 120V outlet. It takes approximately 21 hours

The new Nissan LEAF—history in the making?

The digital dash is simple and stylish.



to charge fully from a dead battery. Level 2 (240V) takes about 8 hours. Level 3 is a DC440/480V that will be placed in public locations by state governments and municipalities. It takes about half an hour to charge the LEAF to 80 percent.

### 2012 Nissan GT-R

The last car launch I worked on was perhaps the most impressive—the 2012 Nissan GT-R. With 530 horsepower on tap and all-wheel drive, this supercar is impressive! I was at the LA Auto Show a few years ago when I spoke to the designer of

the GT-R. He told me it was form and function simultaneously with not one dictating the other. He succeeded in creating a supercar that for the money runs with cars at twice the price.

Plasma sprayed cylinder liners, twin turbochargers, dual-clutch six-speed automated manual gearbox highlight the powertrain features. Massive 15" Brembo six piston front and four-piston rear brakes slow this hot rod without fade or drama.

The configurable digital gauges were designed by the same company that created the Gran Turismo games for the Sony PlayStation. This is one super-cool supercar!

Part of my "classroom" for the GT-R training complete with props and posters. Note: 2012 model not shown.





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You'll receive an email with a direct link to the newsletter. You can opt out at any time.

**"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 enter the 2011 IndyCar Firestone Indy Lights Championship. This series is "The Fast Track to Indy!"

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

Thanks for your support.

### Team LMR Quarterly Contest

Name the two venues that Mason had his MSR Formula Mazda on display in April and win a set of POLAR ear bud retractable headphones.

Send your correct answers to:

[Info@lmrmc.com](mailto:Info@lmrmc.com)

For complete rules, visit [www.LMRUSA.com/QtrlyContestRules](http://www.LMRUSA.com/QtrlyContestRules)

Wishing you a Happy New Year!

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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## 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 ..."*

## Quarterly Contest Winner

There was no winner of the Quarterly Contest from the last issue of Mason Racing News! That means that the prize will roll over to this quarter and as an added bonus, we'll also throw in a Polar drawstring backpack.

Enter today, you could be our next big winner!