





Auto Diagnostic Services

Performance Plus









Inside this issue:

On Two Wheels and Off!	2
Fitness Focus—Tips From Your ACE-Certified Personal Trainer— Larry Mason	2
Race Reports continued	3
Bell Dominator.2 Helmet–An Inside Look	4
Join <i>Team LMR</i>	4

Volume 25, Number 2

October-2012

Mason Racing News

Mason Earns Podium Position in Racing Return

Larry Mason made a successful return to the cockpit of a Formula Mazda race car July 28th and 29th, 2012 at Eagles Canyon Raceway for the Formula Car Challenge Southwest Series. Mason, driving for Team LMR in association with Texas Autosports was thrilled to be back racing after a family illness caused an unexpected interruption in his racing exploits. Despite the time away from the cockpit Mason came back strong earning both 4th and 3rd place finishes in a competitive field in the double race weekend.



L-R Denver Mut, Moses Smith, Chris Dow, Mason, and Anthony Garcia after a tough race that finished with a 3rd place. Matt Lively & Tara Wilson not shown. Photo credit: Tara Wilson.

Tough track and weather conditions challenged all the drivers as they had to battle the bumps on the track and oppressive Texas summertime heat that saw the thermometer hit 105° F each day. One competitor dropped out due to the heat becontinued on p. 3

Mason Makes it 3 Podiums in 4 Races

Fresh off of his podium finish in Texas (see story above), Mason's next goal was to improve to the top step and get back to Victory Circle. His opportunity came at the last Double National race of the year Labor Day weekend at **Buttonwillow Raceway** Park. Mason was entered in the "Rational" which is a relatively new concept in the Sports Car Club of America (SCCA). It basically combines Regional Championship road racing and National Championship road racing in the

same run group. You can choose to get points in the Regional, the National or both. Mason chose both to score the maximum number of points.

The weekend started off on a bad note when the Goodyear tire truck was delayed and therefore relegated Mason to running on old (and well past their prime) tires. "We essentially had our hands tied since there was no way to get tires to the track without Goodyear's truck. I had one set that



L-R: Mike, Larry, Dean, and Aaron show off their smiles and trophies from the double race weekend.

Photo credit: Sonia Mason

came with the car that was probably two or three years old and the *continued on p. 3*

Fitness Focus

On Two Wheels and Off!

Long summer days and hot ambient temperatures provided the atmosphere to take advantage of all of the multi-sport races that abound in So Cal.

That being said, with plenty of sunscreen applied, Mason and Mason have been competing and giving their personal best. Larry set the time to beat in his age group in a 40k bicycle time trial and also finished in front of 45 percent of the entire field in a sprint triathlon. "I was disappointed at first in my age group placement, but when I discovered that I placed so well overall, that was a nice surprise," beamed Mason. Nice surprise indeed when you consider that Larry can't run (Doctor's orders) due to extreme lower extremities injuries from a previous auto racing accident.

Sonia, meanwhile, has kept busy with her training and racing as she prepares for the Duath-Ion World Championships in Nancy, France. She qualified again for Team USA and was thrilled to be a part of the team during an Olympic year. Scoring a win, numerous podiums and top 10 placements in her age group this year has been quite encouraging, yet still shows that she needs to be faster to challenge for a podium in France. Unfortunately for Sonia, the week before departing

for France she crashed heavily at a duathlon and broke her nose and suffered numerous other injuries. Showing true fighting spirit and with complete clearance from a team of Doctors, she competed in France and will have a complete recap in the next issue of MRN.



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

Fall is here and the holidays will be approaching faster than you can believe. How can you keep up your fitness as the days become shorter and the family and work obligations keep piling up? How about setting a simple, attainable goal. This could be a 5k walk/run on Thanksgiving morning. It might be a specific number of pounds to lose by a certain date. The key point is to make your goal S.M.A.R.T.-Specific, Measurable, Attainable, Relevant, and Timebound. By sticking to this principle, you will be more likely to succeed. If you're looking for a 5k race or something similar, you can do an online search or stop at your local running/bike/triathlon shop. For instance, Triathlon Lab in Redondo Beach and Santa Monica, California carries free magazines like Competitor and LAS&F that always have a calendar of local events in the back. Many stores also organize regularly scheduled runs and rides for free.

If you're focused on losing weight, consider investing in a heart rate monitor like Polar that can track your calories while you exercise. By using the Polarpersonaltrainer.com website, you can enter online challenges for calorie burn and also get coaching feedback based on your recent workouts. Polar has developed "Smart Coaching" to help you reach your goals. For more details visit Polarusa.com or you can link to TriLab and Polar from the marketing partners area

on the www.LMRUSA.com website.

No matter what you choose, the most important step is the first one. Just repeat step one any you'll be on your way!

Remember to 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.

Racing Return, continued

fore the race started and another packed it in after the first race.

Mason's Saturday qualifying effort was hampered by a broken layshaft in the transmission that left him with only first gear; yet he still qualified eighth out of the 11 car field. In the first race, Mason managed to get a good start and moved into fifth by the end of the first lap. He got as high as third before being passed a few laps from the end and finished fourth.

In Race #2, Mason was able to make some passes and move into second place. "I saw the leader about 10 or 15 car lengths ahead. I was a little quicker in some sections and he was quicker than me in others. One of my crewmembers was monitoring the live timing and scoring app on his phone and told me later that I had put in a faster lap than the leader as I tried in vain to catch him. I made a slight bobble on the last lap under braking at the end of the back straight and that dropped me to third at the finish. It was certainly an exciting race as evidenced by the data recorded by my Polar RCX5 heart rate monitor. I averaged over 150 beats per minute during the

race and peaked at 167!

"As we assembled for a team photo with the trophy, Moses found that my left front tire was flat! I wondered, 'Is that what caused my bobble under braking on the last lap?' We'll never know, but that's racing.

"All-in-all, it was a successful weekend and all I want to do now is get to Victory Lane!"

3 Podiums in 4 Races, continued

other set that I finished the Double race at Texas with," Mason mused. Heat cycles in tires play a huge role in the amount of grip they have and the Texas tires had exceeded their maximum number. Furthermore, the rules state that you must run the same tires you qualify on.

Mason just put his helmet on and went to work with what he had to try to make the best of the situation. He ended up qualifying second on Saturday and had a great start to nab the lead heading into turn one. Unfortunately, the driver that Mason passed had other thoughts and chopped down hard on Mason in turn one causing Mason to take evasive action. There was still tire-to-tire

contact and that gave the other driver the advantage to pull out a bit of a lead. He was able to put another car between, but Mason wasn't giving up. The car in the middle was Mason's teammate for the weekend, Chris Emanuel. in his Formula Atlantic Swift. Bad news for Emanuel as he spun right in front of Mason. Again Mason dodged a bullet and set his sights on the leader. Mason chased hard and attempted to take the high-speed "Riverside" corner flat out in fifth gear but the tires couldn't take it and sent Mason into a wild halfspin at about 130mph! Mason didn't stall the engine and after he slid to a stop, put it in first gear and kept going. "I actually started catching the leader again and ultimately set a faster lap in the race but I had lost too much time and had to settle for second.

In Sunday's race, Mason qualified his car first in class and started alongside his teammate on the front row. The driver who had won the day before was still in good shape tire wise, and Mason's were even worse on this near 100 degree day. Going into the Star Mazda turn on the first lap the other driver was all over the back of Mason's gearbox. "I tried to leave the braking incredibly late, but when I hit a bump in the braking zone, the tires locked up and in a flash the other driver took advantage and made the pass stick," said a frustrated Mason. The frustration only grew worse as the other driver was able to pull away and Mason had to settle for second place again. Not what he wanted, but he took consolation in the fact that by combining these strong finishes, Mason had qualified for the prestigious SCCA National Championship Runoffs at Road America in Elkhart Lake. Wisconsin. The Runoffs is the pinnacle of amateur road racing in the United States and many of the National Champions have gone on to great careers in professional motorsports. Unfortunately, due to a scheduling conflict, Team LMR will have to pass on the invitation this year, but in 2013, well we'll have to wait and see...



Put your company on the marketing fast track TODAY!

Web Special—If you'd like to be notified of when the next MRN Newsletter will be posted online, then send an email to info@LMRMC.com.

You'll receive an email with a direct link to the newsletter. You can opt out at any time. We will not rent, sell, or loan out your email address.

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

VISIT

WWW.LMRUSA.COM

AND CHECK OUT WHAT'S NEW!

Join Team LMR today!

Team LMR is actively seeking marketing partners to join us in the 2013 racing season. Opportunities in both the Firestone Indy Lights and SCCA National Championships are available.

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.

We Welcome Your Feedback!

Contact us at: www.LMRUSA.com We look forward to hearing from you soon!

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. Copyright © 2012 LMR All Rights Reserved

Bell Dominator.2 Helmet–An Inside Look

Larry Mason continues his association with Bell Helmets this year and is proud to represent such a prestigious company. Moreover, he's just happy to be protecting his brain with such a fabulous device. But there's more to a helmet than just a fancy paint job and visor tearoffs. Inside the helmet there's even more protection.

The Eject system (formerly Hats Off) is basically an airbag to lift the helmet off of a driver's head in the case of severe neck trauma or unconsciousness. A small tubular air hose connected to the bag exits the left side of the helmet for emergency removal.

The other accessory that is only partly visible from the outside is the radio system. In the cockpit, there's a push to talk button for the radio on the steering wheel. Mason wears a pair of custom molded earplugs with tiny speakers built in. These are then connected to an electrical connector on the outside of the helmet. The microphone is mounted inside the helmet on the inside of the chin guard so Mason can communicate with his crew in the pits. This requires another cable that exits the left side of the helmet. So in total there are two electrical connectors exiting the left side of the helmet along with the inflatable connector for the Eject system. Additionally, there are two mechanical connectors for the HANS device.



Davin Vesey finishes the installation of a microphone and wiring harness in Mason's helmet. Photo credit: Brad Bernstein