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## Larry Mason Helps Launch 2014 Maserati Quattroporte GTS!

Larry Mason was offered the opportunity to assist with the ride and drive launch program of the 2014 Maserati Quattroporte GTS which took place at Boardwalk Ferrari/Maserati in Plano, TX.

It was a simple set-up with the car being the star of the day. VIP guests were invited to do a street drive evaluation of the latest Maserati from Turin, Italy around the streets of Plano nearby the dealership. In some instances, the VIPs preferred to have Mason

chauffer them around and Mason happily obliged.

“The new Maserati is Italian are on wheels and performs admirably for the class it competes in,” said an obviously impressed Mason. “Anytime you get paid to drive one of the world’s best cars on a beautiful sunny day is a dream come true. With 427 hp on tap coupled to a ZF eight-



speed gearbox and driver selectable suspension and sport modes, this makes for a fun mode of transportation with a great deal of exclusivity that you wouldn’t otherwise receive in this class.”

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

My Review of the movie RUSH.

There are some films you just go see, and there are a few that are worthy of being called an "event." RUSH is one of those films, and not just any theater would do. Larry and I gathered some like-minded friends and went to see RUSH at a very posh theater on opening weekend. Save for two other people, we had the cozy theater all to our-

selves, complete with lounge access, our own wait staff, free popcorn, and full power-reclining suede seats complete with pillows and blankets. Afterwards, we went to lunch and bench raced. Now THAT's what I'm talking about!

Back to the theater - so there I am, in a red Ferrari t-shirt ready for action. I wasn't sure what to expect, but my first reaction was that this was definite-

ly not your typical race film. Director Ron Howard (who I heard was not really an F1 race fan at the start) did an amazing job capturing the 70s time period and the characters without making them all seem cartoonish and one-dimensional. Speaking of casting, that was really spot on...and I think that really made for a more authentic experience. Usually when actors are wearing mouth  
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## **Sponsors' Highlights!**

Here's the latest news on a new product from Polar.

Polar Loop keeps track of all your activity – every step, walk, ride and run throughout the day – and shows how it's good for you. It will reward you when you've done enough and motivate you to achieve your daily activity goal. It has 24/7 activity tracking that registers your daily activity at different intensity levels continuously for 24 hours a day, 7 days a

week. Plus, it accurately counts your daily calories and steps. Connects to the free Polar Flow web service and app where you can track your progress, get extra motivation and share your achievements with the community. Learn more at [polarloop.com/us-en](http://polarloop.com/us-en).



Here's the latest news about Bell helmets in the movie RUSH,.

According to Bell, "Our helmets were 'period correct' not because they looked vintage. They're simply what champions wore. . . And still do."

Many F1 fans can identify the James Hunt and Niki Lauda helmet designs, but there were many more who wore Bell helmets in the movie. Now you can order

your very own Bell Star Classic vintage series helmet that is produced to the most current safety standard (Snell SA2010) using modern production techniques and composite materials. Learn more at [bell-racing.com](http://bell-racing.com).



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## ***Fitness Focus***

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

Fall is here. Popular events coming up to prepare for are local running races, and ski/snowboard season.

Let's take a look at strengthening your legs for better performance and to lessen the chance of injury.

If you have access to a gym, there are numerous machines to help you here. Start with a good warm-up of cycling, or walk/run on the treadmill and then move on to the leg extension, hamstring

curl, hip ab and adductors, calf raise, and seated leg press. Typical sets/reps for someone who is already training would include 3 sets of each with about 10-12 reps to failure with good form. The exception would be the calf raise where you would increase your reps to 20-25.

If you don't have access to a gym, you can do lunges –either standing or walking (with or without weights) calf raises, squats (with or w/o weight) and/or squats

with your back against a stability ball against a wall, step-ups and the previous exercises all work your hamstrings as well. Don't forget to cool down and stretch.

There are many more exercises to do and some that are more sport specific. Plyometrics are getting rave reviews but you must be extremely careful with your form and I highly recommend certified personal trainer supervision.

If you have questions about a particular exer-

cise or about an exercise topic you'd like to get more information on, please contact me for more information. I have access to terrific resources on the latest in exercise science.

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](mailto:info@LMRMC.com).

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## Hospitality Opportunities Abound for 2013!

You have only one more opportunity this year to enjoy exciting racing action and exclusivity in a place that's conducive to entertaining business clients, employees, as well as family and friends. The Pacific Coast Road Racing Championships will take place on October 26th and 27th. Think about it: your car and your driver showcasing your company's logo or perhaps that

special gift that's almost impossible to come up with! Imagine birthday wishes, anniversary wishes, or your own special message displayed on the side of the **Team LMR** Formula Mazda. But wait there's more. While the car is on the race track, you and your associates, family and friends can be catered to with fresh wholesome food and drink while enjoying a re-

laxing yet exciting day at the races.

Want more? How about a private track day where you can drive either the **Team LMR** 125cc shifter kart with a six-speed transmission and/or get behind the wheel of the **Team LMR** Formula Mazda with private coaching from championship winning driver Larry Mason.

Food, drink, your name on

the side of the car—Wow, what a weekend! Please contact **Team LMR** today for more information. We'll be happy to tailor a custom package to suit your needs. Contact **Team LMR** today at: [info@lmrmc.com](mailto:info@lmrmc.com).



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## Sonia's View, continued

prosthetics you can kinda see their real teeth (well, at least I can), I couldn't tell on Daniel Brühl's. After the film, Larry and I looked over some interviews of the time with the actual people depicted in the film and the actors in RUSH definitely had it down pat. Mannerisms and all.

RUSH covers the 1976 F1 racing season featuring the rivalry between James Hunt and Niki Lauda. Both had big personalities and their 'rivalry' was epic. The film covers some of the background of how their rivalry developed. I saw Lauda as the first-born type and Hunt as the

last-born. Both were very talented drivers and took very different paths to F1. Once they got there, they realized that 1. it's a mistake to isolate yourself (Lauda) and 2. it's a mistake to be undisciplined (Hunt). They needed each other more than they knew, and being the competitive athletes that they were, it took them a while before they realized it.

One of my favorite scenes in this film was when Niki Lauda and his future wife are driving on the road and the car breaks down. What happens next with their hitchhiking is hilarious. I won't spoil the scene for you but I can as-

sure you it's worth watching.

One of the drawbacks to this movie, in my opinion, was that it started out as a story of two people and then it became a story of one. It wasn't clearly explained how Hunt got his first ride exactly, just that he had a very rich benefactor. I would have liked to have seen a little more development there. However, a wonderful tribute to both drivers was in the last scenes where we as the audience could see actual footage in that they weren't the enemies the media wanted us to believe. I was really moved by that montage.

My criteria for a good film is pretty simple: 1. Does it have a great story? 2. Are the actors immersed in their roles to where I can't 'see' them (esp. if they are already famous)? 3. Does the film transport me to another place or time? 4. Do I come out of the theater wanting to see it again? The answer for RUSH on all counts is a resounding YES!

*RUSH is now playing nationwide and has a running time of just over two hours. Contact us and tell us what you think about it!*

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**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](mailto: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**

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AND CHECK OUT WHAT'S NEW!

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.

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## Join **Team LMR** today!

**Team LMR** is actively seeking marketing partners to join us as we race towards an SCCA National Championship and enter the 2014 Firestone Indy Lights Championship. This series is the final step in the "Mazda Road to Indy!"

**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:  
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[Youtube.com/TeamLMRUSA](https://www.youtube.com/TeamLMRUSA)

*We look forward to hearing from you soon!*

## Tech Tidbits—An Inside Look at the **Team LMR** Formula Mazda Cooling System

With the heat of intense racing action, now's a good time to take a closer look to see how this Mazda 13B rotary engine keeps its cool. A formula car, unlike a street car does not have a fan for the radiator. The only way to keep the engine cool is to blow air through the radiators. Fortunately, the best way to do that is to drive fast—which is what this car was designed to do.

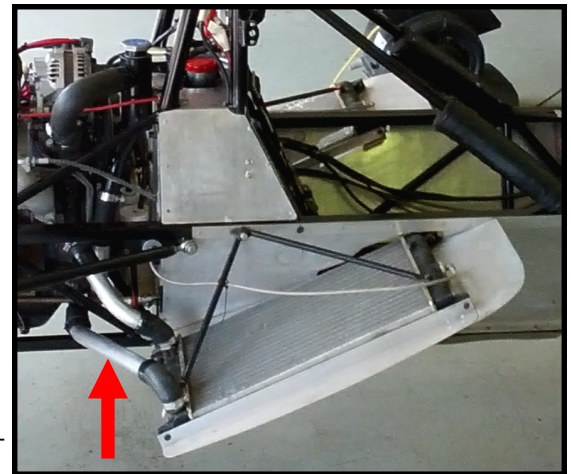
The FM carries two large water radiators in the

sidepods and are placed at a steep angle to funnel as much air as possible into the confined space. It's a rather complicated system as there is a crossover pipe between the two radiators to facilitate even cooling.

Most of the FM race cars utilize conventional rubber tubing between the aluminum water pipes and the radiators themselves, however the latest approved hoses are coming in a high performance silicon. Unlike a street

car, we typically don't run anti-freeze or coolant. Instead we use a water lubricant mixed in to enhance pump reliability.

There is also a third slightly smaller radiator (not shown here) for the engine oil situated between the vertical braces of the



Arrow points to crossover pipe for dual radiator system. Photo by Larry Mason

rear wing and above the gearbox.