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## Team LMR Back On Track At Auto Club Speedway!

It was an opportunity to good to pass up. Larry Mason was invited to bring his Formula Mazda race car out to the race track for the 16th Annual SevenStock Event. The rotary engine festival is billed as “the largest single day Rotary Enthusiast gathering in the world!” This year’s event featured the only Japanese brand race car to ever win the 24 Hrs of Le Mans amongst some other historic Mazda prototype and GT race cars.

The Team LMR FM was one of only three open

wheel cars on display at the event. Throngs of enthusiastic fans and Mazda owners filled the paddock area of the Speedway

and spilled over to the infield to watch these cool race cars on track.

This was also the first time that Team LMR has put the car on track and it served well as a shake-down run. The car ran flawlessly during the two sessions on track and an extensive list of prep and



D. Young photo

maintenance items were also reviewed prior to kicking off the 2014 season in January. Special thanks to Performance Plus for getting a new set of tires mounted and balanced for the event and also my crew members Jim Webb and Cheyne Lipfert who worked tirelessly throughout the day.

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

There has been quite a bit of activity here at Team LMR as we prepare for this upcoming racing season (and qualifying for the SCCA Runoffs). The Formula Mazda, tow vehicle and its trailer are currently being prepped, and we are very excited to get it out on the track again in just a few weeks!

We’d like to thank all of our marketing partners who have been with us

over the years as they are a big part of our team’s success. To all of our new readers out there (and those that have been considering sponsorship), there is still time to come on board and promote your business as a Team LMR sponsor for the next race or for the season. Do you have a product you’d like to sample with race fans? Or maybe you just love auto racing

and want to come out for a day with your guests to one of the races where we have hospitality available in the paddock area. Maybe you’d like to have Larry and the Team LMR Formula Mazda at your place of business as part of a marketing event? We’d love to work with you! Please contact us via [info@lmrmc.com](mailto:info@lmrmc.com) to get started.

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## Appearances!

Larry and Sonia Mason set up a Polar booth at the Girlz Gone Riding event at Malibu Creek State Park in October. This event had over 120 participants of varying skill levels enjoying a day of mountain bike riding on the trails of this fabulous state park. The morning started out sunny and warm but the clouds soon



came along with the wind dropping the temperature quite a bit. That didn't seem to discourage the participants who enjoyed the day and were impressed by the Polar products we had on display.

Larry and Sonia also set up and staffed the booth at the Iron Girl event in Del Mar, CA. The Saturday expo was cold and rainy but Sunday was just cold. Nevertheless, there were a lot of fitness oriented ladies and their supporters who showed up to our booth and asked lots of good questions. Fortunately, we

had good answers for them and a wide variety of Polar products to show them including the new Polar Loop!



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## ***Fitness Focus***

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

Christmas and New Year's Day are only two of the holidays that come and go this time of year. We've been stuffed at Thanksgiving and before you know it, Valentine's Day and the requisite chocolates will be here. Last year we focused on portion size control during your holiday meals and revelry. This year, **#rethinkyourday** and see if you can not only work on portion size control but also your physical activity level. With the new Polar Loop activity bracelet now

available, this takes all the guesswork and work out of burning a few extra calories here and there.

According to the Department of Health and Human Services, most adults could gain substantial health benefits by getting at least 2 1/2 hours of moderate exercise per week. More fit individuals could halve that time if they up the intensity to vigorous exercise. Research has shown that even 10-minute bouts of heart pumping activity can provide useful bene-

fits. Strength training with weights is recommended for at least two times per week. This helps build lean muscle and strong bones.

Most people have heard of the daily 10,000 steps program. The idea is that if you can walk at least that far every day you'll be achieving the desired result of adequate exercise for the day. With the Polar Loop, you can keep track of that daily activity by steps, calories, and by your activity goal. It will even show you how long

to walk, jog, or do daily activities to reach your goal for the day. So if you don't want to gain that normal 3-7 pounds, or you want help in losing it, the Loop might just be for you.

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, please contact Larry today at: [info@LMRMC.com](mailto:info@LMRMC.com).

## Hospitality Opportunities Abound for 2014!

The 2014 racing season kicks off in January and this is your opportunity to enjoy exciting racing action and exclusivity in a place that's conducive to entertaining business clients, employees, as well as family and friends.

Think about it: your car and your driver showcasing your company's logo. How can you give 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 relaxing and fun day at the races while taking in the

exciting racing action.

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).



## Larry Mason Writes Foreword of New Book!

*Windy City AdMan*—this is a story about a guy from the Midwest who encountered celebrities and scoundrels on his way to a top career in advertising, auto racing and tele-

vision.

The book, written by Bill Maloney is a quick and interesting read that really brings you into a fascinating series of stories and encounters throughout

his career. Things we take for granted are things he thought up and implemented.

I highly recommend this book, not just because I wrote the forward, but

because I think that you would really get a kick out of reading it and it would make a great Christmas gift! You can buy it online at [Amazon.com](http://Amazon.com).

## Win a Firestone Racing Hat!

To celebrate the final season of the Firestone Indy Lights Championship, *Team LMR* will be giving away two Firestone Racing hats in a random drawing based on correct answers to the puzzle on this page. One hat will go to those who read this newsletter online and one will go to those who get the printed version of

*Mason Racing News*. All correct entries must be received by 12/31/13. Good Luck!

Hint: All answers are in this newsletter.

To answer correctly, list answers by number in an email or in printed format delivered by USPS before the deadline.

- 1) What *Team LMR* sponsor product can help you measure steps and calories?
- 2) What does the lever on the left side of the *Team LMR* Formula Mazda cockpit do?
- 3) Where was the mountain bike event held?
- 4) Where did Larry get his tires mounted for the SevenStock event?
- 5) What is the title of the book that Larry wrote the foreword for?
- 6) What event took place in Del Mar?
- 7) What month is your first opportunity for race day hospitality next year?



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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[WWW.LMRUSA.COM](http://WWW.LMRUSA.COM)

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 the SCCA Runoffs and enter the 2014 Indy Lights Presented by Cooper Tires series that 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:  
[info@LMRMC.com](mailto:info@LMRMC.com)

Find us at:  
[Facebook.com/TeamLMRUSA](https://www.facebook.com/TeamLMRUSA)  
[Twitter.com/TeamLMRUSA](https://twitter.com/TeamLMRUSA)  
[Youtube.com/TeamLMRUSA](https://www.youtube.com/TeamLMRUSA)

*We look forward to hearing from you soon!*

Merry Christmas and Happy New Year!

## Tech Tidbits—An Inside Look at the **Team LMR** Formula Mazda Cockpit Controls

From starting the engine, to talking on the radio, there are lots of switches and buttons to keep track of. Many street cars produced today are taking a page right out of the race car playbook and using "push to start" ignition systems. Race cars have had that for decades and the FM is no exception. First you must turn on the master electrical switch to get 12V battery power to the car. Next, flip the fuel pump switch on and then the ignition switch. Finally, with a little push on the

gas pedal and a push button to start, the FM roars to life! In the event of inclement weather; a rain light is mandatory and that switch is located on the right side of the dashboard below the Pi computer system dash display. Buttons on the steering wheel allow the driver to talk to the crew via two-way radio and also page through the displays of the electronic dash. To the left of the steering wheel is a lever to pull that activates the on-board fire system (fire

bottle is below the driver's legs) and below that is the connector to hook up a laptop computer to download session data.

To the right of the steering wheel is the brake bias adjustment knob which allows the driver to proportion brake pressure to the front or rear brakes and below that is the five-

speed H-pattern gearshift lever. Each throw of the shift lever only moves about a quarter of an inch for lightning quick shifts.



Arrow points to cockpit adjustable brake bias knob. Photo by Larry Mason