



Auto Diagnostic Services

www.TheFordGuru.com



The Fiberglass Body
Hawthorne, CA



Jim Webb Motorsports



PerformancePlus.cc

Your Name
Here!

Ask us how at
LMRUSA.com



2016 Year-in-Review - 2017 Preview

The biggest story for Larry Mason this year was his first Indy Car test! He was able to impress owner Jim Webb with his pragmatic approach and speed. However, he spent most of 2016 on the sidelines preparing for the 2017 season. For the first time ever, the SCCA Runoffs will be held at the world famous Indianapolis Motor Speedway.

In the meantime, he hasn't been away from the race track entirely. He's been instructing quite frequently at Danny McKeever's Fast Lane Racing School based

at Willow Springs International Raceway in Rosamond, CA. That is good news for MRN readers as the school has extended a discount to you. Just mention discount code "MRN2016" and you are eligible for up to a 15% discount (book by 12/31/16) at one of their upcoming schools and it makes a great gift! Fast Lane features regular racing schools to get your racing license as well as a



Another beautiful day at "The Fastest Road in the West" - Willow Springs International Raceway. Photo by Larry Mason

Defensive Driving Academy aimed at teenagers and young adults to help them to be safer drivers on the road. For more information and a list of all of their programs visit www.raceschool.com.



Sonia's View

We have spent the 2016 season getting ready for 2017 and everyone here is excited about what's coming up - especially me, as I've never been to Indy and seen that historical track in person...much less attend a race there! We will be sharing this special journey to the 2017 Runoffs with all of you; so if you haven't already, please follow us on Facebook ([Facebook.com/TeamLMRUSA](https://www.facebook.com/TeamLMRUSA)) or see sidebar for the QR code).

All of us here at **Team LMR** congratulate Kay Presto on the publication of her new children's racing book, "Chasing the Checkered Flag," (see cover on right) now available at Amazon.com.

We wish you the very best during this holiday season and a prosperous 2017!



The Indianapolis Motor Speedway SCCA Runoffs Track Map. Photo credit - SCCA

Inside this issue:

- Tech Tidbits—*Team LMR* Formula Mazda: The Driver's Seat **2**
- Web Special **2**



The cover of Kay Presto's new book. Courtesy of Kay Presto.

Tech Tidbits—An Inside Look at the *Team LMR* Formula Mazda: The Driver's Seat

One of the most important parts of the race car is the driver's seat. Although it doesn't get a lot of attention, it is critical in the design for safety, performance, and comfort. When racing, the only parts of Larry's body touching the car are his hands on the steering wheel, his feet on the pedals, his torso, backside, and legs on the seat. That "seat of the pants" feel is critical to going fast as this is where he feels if the car is "rotating" in the corners. Closing the loop

on the critical hand-eye coordination is the feel of what the race car is doing underneath him.

Larry's seat is custom-molded to his body so that he can have the maximum feel of what the car is doing. It also helps with his safety and in fact is a critical element in the event of a major shunt as the massive G-loads are spread more evenly about his body. Finally, with not much more than an inch or two of suspension travel, the race car has a very

firm ride. Couple that with the bumps on the race track and perhaps using the berms and curbing surfaces of the race track and you have all the elements to get bumps and bruises if the seat isn't just right.

Larry will have a new seat for the 2017 racing season thanks to Fred MacIntosh who spent many hours pouring and trimming the seat to make it fit like a glove. The process involves mixing a two-part expanding foam

chemical solution and pouring into a bag that Larry sits on. Multiple pours and trim jobs later and the seat is ready for use. The first time on the track may require some fine adjusting, but this new seat should help put Larry back in Victory Lane!



Seat in two-halves ready for covering. Photo by Larry Mason



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 as we race into the 2017 season. Sponsorship begins for as little as \$100! Enjoy naming rights, hospitality, and more.

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

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

We look forward to hearing from you soon!

Merry Christmas and Happy New Year!

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 © 2016 LMR All Rights Reserved.