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## Mason Wins Round 4 of Formula Mazda Challenge West Series!

The thrill of victory and agony of concrete from last December's Formula Mazda experience proved one thing for sure—Mason is competitive and the thirst for victory never dies. "I wanted to redeem myself after leading and throwing away the win at Firebird Raceway in December," said a determined Mason. He would soon have his chance during Rounds 1 & 2 of the Formula Mazda Challenge West Series Presented by Hasa Pool Products at Phoenix International Raceway on March 22nd and 23rd.

"I qualified 3rd for Round 1 and took the green flag holding my position. The two leaders in front of me were quite slow through the infield portion of the one-mile oval and when second place ran



Mason savors the victory as the checkered flag waves for Round 4 of the Formula Mazda Challenge at Firebird International Raceway in Arizona. Photo courtesy of Sitara Wilson/MSR.

wide in turn six, I decided to pounce. Unfortunately, he was just taking an unusually wide line going into the corner and he then chopped down across my nose. I tried

to brake and move over to give him room but we came together quite hard with his right rear wheel contacting my left front wheel.

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## FUZE Beverage Company Supports Team LMR

FUZE Beverage Company, the makers of FUZE Refresh, Slenderize, Vitalize, Tea, NOS Human Performance Energy Drink, and Rehab Recovery Supplement, joined with Larry Mason and Team LMR to support the Phoenix Children's Hospital (see story on Page 3). That support carried over into the first two rounds of the Formula Mazda West Championship as well.

"I'm very grateful for the support I've received from FUZE. I've been enjoying their products for years and

to have them come on board for the first two races has been absolutely fantastic" exclaimed Mason. "My personal favorite flavor is the Peach Mango Refresh with the Banana Coconut coming in a close second. These tasty and smooth exotic flavors contain 7 essential vitamins and bone-building calcium. Drinking healthy never tasted so good!"

The support included sampling for visitors at the hospital as well as spectators and

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Thanks to FUZE, patients and visitors enjoyed refreshments outside.

Photo by Larry Mason

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## Mason Wins *continued from Page 1*

His suspension immediately collapsed and I thought that my day was done too. I couldn't believe it when I kept on going. I started to weave the car back and forth to see if would still handle properly but I knew right then there was something wrong. It would steer to the left just fine but trying to turn right wasn't happening like before. It was also a bit dicey under braking. As I waited for the full course caution to end and consider the re-

start, I knew I'd be a sitting duck. I persevered through the end of the race with the ill-handling beast going flat out through the oval and parking it for the right handers and finished 4th. Not bad for points, but not what we wanted.

I would get my chance to do better on Sunday. I qualified one position better in second place and again followed the leader into turn one at the drop of the green. This time he was ready with warm tires and

started to pull a slight gap. I put my head down and went to work pressuring him and noticed he made a couple of small bobbles through the turns. Unfortunately for me, I tried just a little too hard to carry speed off of the oval and into turn one and overcooked it and spun on the next lap. To make matters worse, even

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With the Ackerman links broken, Mason's Formula Mazda wouldn't turn right very well but was a rocket on the oval!

Photo by Larry Mason

## Fitness Focus

### Team LMR Simulator Works Mason's Mental Fitness

Track time in a Firestone Indy Lights race car runs about \$100/mile. A day of testing can easily cost over \$10k! Isn't there a better way of doing this? No.

Although there is no substitute for seat time in the race car, time spent visualizing success is still important. With that in mind, Mason has put together a

racing simulator to enhance his off track training to prepare for his on-track exploits.

As it turns out, 1997 Formula 1 World Champion Jacques

Villeneuve spent time "driving" his simulator at the circuits prior to racing there to give him a better shot at victory. It worked!

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

Summer is here and the outdoors are calling. Are you ready to respond?

How do you know what kind of shape you're really in? Can you feel it? Can you see it? Is there more to it than that?

As an ACE-certified personal trainer, I believe that with most clients, the best way to find out what kind of shape they're in is to do fitness testing and evaluation. This accomplishes many goals:

- 1) Assess current fitness level (relative to age and sex)
- 2) Aid the development of the exercise program
- 3) Identify areas of health and injury risks with possible referral to the health professional
- 4) Establish goals and provide baseline for evaluating progress

What do we look at?

- 1) Cardiorespiratory fitness

(VO2max)

- 2) Body composition
- 3) Flexibility
- 4) Muscular strength/endurance

By establishing this baseline, we are able to set short, medium and long term goals and can accurately measure progress. This allows us to modify the program as needed along the way.

Sometimes the results of this testing can prove sur-

prising, disappointing, or encouraging. Either way, at least we have a measurable number to work off of to improve. Even the greatest athletes in the world are looking to improve.

Will you guess how fit you are this summer or take the next step and find out for sure?

For more information, contact Larry at: [Lmason@LMRMC.com](mailto:Lmason@LMRMC.com) for a FREE no-obligation fitness consultation.

## FUZE *continued from Page 1*

competitors at Phoenix International Raceway and Firebird International Raceway.

This proved to be hugely popular as the drinks disappeared faster than the ice under the hot Arizona sun.

If you've never enjoyed the great flavors of FUZE drinks or the energy boost of NOS or Rehab, you owe it to your-

self to put them to the taste test.

In fact if you try it for the first time and send Team LMR an email on how much you like it, we'll take the best letter/photo and reward you with a FUZE hat and T-shirt. Salud!

For more information and details on this special offer, please see Page 4.

Two coolers in the Team LMR/MSR paddock provided refreshing NOS, FUZE, and Rehab drinks for spectators to sample at Phoenix International Raceway.

Photo by Larry Mason



## Team LMR Partners with Moses Smith Racing (MSR) for Formula Mazda Challenge

MSR has become an official Team LMR partner for the 2008 Formula Mazda Challenge. Moses Smith will provide the race car(s) that Mason will be driving throughout the championship season. Set-up advice, driver coaching and promotional

support is also part of the partnership.

"I've known 'Big Mo' for many years and he's always hooked me up with fast race cars. I'm proud to be associated with a first class person and team," said Mason.

MSR also has an online parts business catering to all standard Formula Mazda cars and their online catalog can be found at [www.msrracing.com](http://www.msrracing.com).



## Mason Zooms Into Phoenix Children's Hospital!

In conjunction with the Arizona Region of the Sports Car Club of America, Mason flew to Phoenix to be a part of their annual fundraiser for the Phoenix Children's Hospital. Thanks to MSR who brought in Mason's Formula Mazda racecar early, it was featured on TV channel 3 show Good Morning Arizona during a live remote.

The kids were thrilled to get out of the hospital and get to see Mason's and other race

cars up close and personal. For those kids that couldn't leave their rooms, Mason went up to visit and handed out autograph cards, T-shirts and other goodies.

Mason was so impressed by the courage he saw in those kids, he came back for another visit on May 2nd. It was a memorable and uplifting experience to see in person the resiliency and hope of these kids.

Mason enjoys visiting with one of the patients. Photo by Allison Bell



**"Sonia's View From the Passenger's Seat" will return in the next issue. . .**



## Mason & Mason Encourage Youth

Larry and Sonia were invited workshop speakers at the 2008 Latina/o Youth Conference at Santa Monica College on March 15<sup>th</sup>. The conference, which has been in place since 1989, focuses on assisting young Latino women and men to build strong foundations for future achievements.

This year's theme was "Discover your Past to Seize your Future." Over 300 junior and high school students were registered and had

selected several workshops to attend on various topics affecting young people today. Larry was part of a professional panel where he spoke on his career as a race car driver and how valuable his engineering background and degree were to this profession.

Sonia's workshop was titled "Beating the Odds and Leading the Future." She spoke on the importance of a college education, regardless of the career path chosen. She

also discussed her career path as one of the top executive assistants at her company and provided interview and image tips. There were question and answer sessions at both Mason-led workshops as the students were interested in learning how to best set and achieve their goals. These were focused, achievement oriented students who were looking forward to planning their college experience.

The future is in good hands!

The annual SBBEC Environmental Science Fair was held at the Aviation Gym in Redondo Beach on May 10<sup>th</sup>. Larry and Sonia were once again judges at this fun filled and educational event. Students took the time to research projects that impacted the environment and left with a better understanding of how our actions today affect our tomorrow.

## 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. Contact LMR today for additional details and start reaping your rewards!

\* 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.

Any lead or referral that leads to a sponsorship signed will generate an additional bonus for you.

Open that Rolodex® and act now!

*"... motorsports today is driven by sponsorship dollars ..."*

## Mason Wins *continued from Page 2*

though I had the clutch in, I stalled it and the engine wouldn't re-start. In my rear-view mirror I could see flames shooting up above the rear wing when I would try to start the car from the unburned gas. I finally got it started but by that time I was a lap down.

I put my head down and went to work again but could only manage a fifth place

finish. Again, not what we wanted, but good for points.

Feeling under pressure to do well during rounds 3 & 4, I decided that I had to play it very smart. If I didn't have a first place car, then at least bring it home in second or wherever the highest position could be.

It proved to be the right decision. I qualified second for Round 3 at Firebird Raceway

but was off the pace of the leader. I was having a gearbox issue that wouldn't let me use first gear very easily. At the drop of the green, I shadowed the leader's every move and when we came to the tower turn leading on to the front straight I grabbed first gear and accelerated hard right on his gearbox—until I missed the shift to second gear and lost contact  
*Mason Wins cont. on Page 6*



Mason celebrates the win with an ice cold can of NOS along with crew chief Jim Wooldridge and Moses Smith. Photo courtesy of Sitara Wilson/MSR.



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 [Lmason@LMRMC.com](mailto:Lmason@LMRMC.com).

If you prefer to receive your copy in print form, just let us know.

**“Unless you're leading, the scenery never changes.” Larry Mason**

VISIT

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

AND CHECK OUT WHAT'S NEW!

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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## 2008 Upcoming Events

Team LMR is actively seeking marketing partners to enter the Indy Racing League Firestone Indy Lights Championship. This is the prerequisite course on the road to Indy!

**YOUR NAME HERE!** Find out how your business can generate ROI by joining Team LMR—please contact **Larry Mason Today!** Start earning your rewards NOW! (Page 5)

Thank you for your support.

## Competition & Appearance Schedule

(To schedule an appearance email [soniarm@LMRUSA.com](mailto:soniarm@LMRUSA.com))

- (A) Aug. TBD Training with a Polar HRM, CA
- (C) Aug 17 Hansen Dam Triathlon—Lake View Terrace, CA
- (C) Aug 23, 24 Firestone Indy Lights—Sonoma, CA
- (C) Aug 30, 31 Formula Mazda Challenge—Sonoma, CA

## Mason Wins *continued from Page 5*

with him. From there it was a matter of sticking to my guns and bringing home the 2nd place finish.

Overnight, Moses Smith worked his magic on the gear-box and I cut over a second off of my lap times from the day before by being able to use first gear. Round 4 was different in that we had to do a qualifying race that would set the position for the main event. I started second again but tightened the pressure screws immediately on the leader. I pulled alongside a number of times before making the pass and coming home first. That put me on pole position for the main event. My race strategy was simple—lead every lap and win. Something strange though happened when I

pulled up to the grid. For some reason, I missed the brake pedal. I didn't think much of it until the green flag flew for the start and I rocketed into turn 1, with no brakes! I pushed hard and found the pedal right before it was too late. The pressure from behind was strong but I knew I had a winning car as long as I did my part. After about five laps, the guy in second made a mistake in the tower turn and I pulled away to a strong victory.

Redemption is nice. Those were my first words to crew chief Jim Wooldridge as I exited the car. Finally, a victory to reward all of our hard work!

For a complete FMC schedule, visit [www.LMRUSA.com](http://www.LMRUSA.com).

## Photo Gallery



Above: Bell helmets and “brain” display at PCH. Below: Mason on the grid for Round 4 of FMC. Photos by L. Mason, S. Wilson

