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# Mason Racing News



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## Mason Takes Home Another Track Record!

When the last newsletter was published, there was no mention of this feat. Now, the official word has arrived and the 2008 Formula Mazda Challenge West Series presented by Hasa Pool Products season turned out even better for Mason and his team.

At the start of the penultimate round, Mason was caught in traffic and had to charge hard to get back to the lead. That hard racing paid dividends in the form of a new track record at Buttonwillow Raceway Park near Bakersfield, CA.

"This is like the icing on the cake," said a very happy and relieved Mason. "I thought that we had done it, but was initially told that I hadn't. The track configuration had



Mason charged hard to get the victory and new track record at Buttonwillow Raceway Park in the penultimate round of the 2008 FMC championship. Photo courtesy of Dennis Baer.

changed so there was a bit of controversy there. This is a nice bonus on top of the seven pole positions, and five victories that led to the championship!

We've shown that we have the speed and consistency, and can represent our sponsors well. Now let's take it to the next step in the Firestone Indy Lights Championship!"

## Sonia's View from the Virtual Passenger's Seat

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We have implemented "Goin' Green" initiatives here at LMR for some time now: dual sided printing, recycling (beverage containers, toners, batteries, etc.), and so forth.

Recently, our focus was on evaluating and implementing additional green efforts as it relates to the business itself. We've always made available the newsletters (and other materials) online at [www.LMRUSA.com](http://www.LMRUSA.com) for easy access, which has also given us a way to reach a

global audience. With the release of the print edition of this newsletter, a response card was enclosed offering e-mail distribution and the response has been fantastic. As a reminder, we value your privacy so we NEVER rent, sell, loan, lease, share, etc. your contact info to anyone.

While there's still more that can be done (and we're working on it). We are very happy with the progress we've made so far. It's also nice to see the racing indus-

try adopt some green initiatives: The IRL IndyCar series now runs on corn-based ethanol (instead of methanol), some race-tracks have added recycling bins for cans and use recycled paper content tissue and paper towels. Every little bit helps...



## Mason and Mason Judge Miss Diamond Bar Pageant

Sonia and Larry judged the 2009 Miss Diamond Bar pageant on March 29th. The winner competes at the Miss CA USA or Miss CA Teen USA pageant, which leads to the Miss USA or

the Miss Teen USA pageant. There were 16 highly accomplished young women vying for the title and we were in for a hard day as interviews were exemplary. We felt the high

pressure of the onstage word definition (Sonia was glad it wasn't her!). Swimsuit and evening gown barely narrowed the competition (tight as it was already). But after the top 5 final question,

16-year old Chelsea Tadros rose from the top 5 to win the title, sash, crown, and year of a lifetime. We wish her the very best during her year and at the state competition.

## Mason Piles on the Miles with In-Dealership Training

Larry Mason put nearly 5,000 miles on the newly redesigned 2009 Acura TL in January and February. His travels took him through a total of 10 states in five weeks including a drive of four states in one day!

The TL had plenty of advanced technology including intelligent key, Real

Time Traffic and Weather, and a 440 Watt, 5.1 digital studio surround sound ELS audio system.

Although the styling (especially the grille) is controversial, the TL returned a fantastic fuel mileage figure of 28 mpg for the entire trip!

Mason further reviewed

the vehicle this way, "Overall, I liked the TL but loathed the steering system—poor on-center feel and it tended to wander on open roads."

Mason had a brief layover in Albuquerque and met four-time Indy 500 Champion Al Unser at the Unser Racing Museum where 'Big Al' shared some stories of his fourth Indy 500 win.



Larry Mason and Al Unser in front of the Johnny Lightning Special that he won the Indy 500 with.

Photo credit: Unser Racing Museum

## Fitness Focus

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

Summer is here!

Is the economy getting you down? Do you feel like your fitness plan has been taxed to exhaustion? Well good news, it's never too late to make a bold recovery and put your fitness program back on track.

We may not have control over the ailing economy, but we certainly have control over what we eat and how much we exercise.

I challenge you to make a

positive change on both fronts today!

The simple act of portion control can add up to a great difference over time. The same is true for exercising a little more or with higher intensity during the times you do exercise.

I've just finished a continuing education course on nutrition and the information was fascinating. According to Nancy Clark MS, RD, by cutting 100 calories per day (1 scoop of ice cream), you

could lose 10 pounds of fat by the end of the year.

Couple that with a slight increase in time or intensity of your exercise program and you'll soon be feeling more fit.

Here are a few tips to get you moving more and more often. Sign up for a 5k event either in your area or use it as a destination vacation. By having a date written down you're more likely to adhere to a regular exercise schedule.

During your daily activities, take the stairs instead of the elevator and park farther away at work, the supermarket, and the mall.

Plant and weed a garden, walk the golf course, and walk to a local restaurant instead of driving. A little bit is all it takes to move in the positive direction.

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

## Mason Visits Charter School to Present Physics in Auto Racing

Ms. Malek at the Learning Foundation and Performing Arts School in Gilbert, AZ offered Mason the opportunity to come and present this subject in person. Mason's travel schedule allowed for this and he was happy to oblige. According

to Mason, "the students had many great questions about auto racing and I was able to help them understand how physics plays a huge role in auto racing and everyday life. I did a quick 'chalk talk' on the board at the front of the classroom and corre-

lated that information with Newton's Three Laws of Motion. I also brought in my laptop computer and showed them video race-highlights from my championship winning weekend. They loved that and really took home a greater appre-

ciation for what goes on out on the racetrack."



D. Malek

## IRL Firestone Indy Lights – What's it all About?

In today's economy with the seemingly endless opportunities for corporations to sponsor events and properties, what makes Team LMR and the IRL Firestone Indy Lights such a great value?

The answer is simple yet multi-dimensional—Team LMR will offer sponsors positive return on investment.

How? Well first of all, we have to consider that sponsorship these days is not just about your name on the side of the car. It goes much deeper than that. Sponsorship goals today include not only branding and logo identity, but objective driven returns on investment. Furthermore, sponsorship today has evolved into using the emotional power of the team (sponsor and Team LMR) to connect with their markets. What does this mean to you? It means that your customers make an emotional connection with your

brand and are influenced to become more loyal.

Experiential marketing and activation are key buzzwords in sponsorship today. They both represent ways that your customers can interact with your brand in a memorable way that will bias them towards purchasing for the first time, or increasing repeat and referral sales.

Brand attributes of Team LMR/Firestone Indy Lights include speed, quality, value, teamwork, efficiency, and more. If any of these attributes tie in with your company, then let's discuss how we can work together to help you achieve your company's goals.

Our clients have shown increases in sales, exposure, and customer loyalty. Additionally, case studies have proven positive results in employee retention / reduction in absenteeism.

Firestone Indy Lights—a platform for success!



Numerous opportunities exist for exciting show car displays. Here Mason tells the interested onlookers what it is all about!

Photo by S. Mason



My "office" in the FIL carbon fiber Dallara. Photo by L. 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](mailto:info@LMRMC.com).

You'll receive an email with a direct link to the newsletter. You can opt out at any time.

**"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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## 2009 Upcoming Events

Team LMR is actively seeking marketing partners to enter the 2009 Indy Racing League Firestone Indy Lights Championship. This series is "The Fast Track 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! (see below)

Thank you for your support.

### Competition & Appearance Schedule

(To schedule an appearance e-mail [soniarm@LMRUSA.com](mailto:soniarm@LMRUSA.com))

- (A) July 4                      Tri Lab Grand Opening—Santa Monica, CA
- (C) July 26                     Solana Beach Triathlon—Solana Beach, CA
- (C) Aug 23                     IRL Indy Lights—Sonoma, CA
- (C) Oct 25                     Ironman Triathlon 70.3—Austin, TX

## 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 ..."*

## *Kids Corner* Coming Soon!

Larry Mason has been encouraging kids to "Study Hard and Follow Your Dreams," "Be Cool and Stay in School", and "Say NO to Drugs" for many years. The bottom line is that he wants to see the youngsters of today build the foundation for a successful future. To that end the Team LMR website [www.LMRUSA.com](http://www.LMRUSA.com), will be adding a fun and educational section via a clickable link on the homepage. We are currently looking for your suggestions on things to be added in this new section. Please e-mail your suggestions with the subject line "Kids Corner Suggestion" to: [info@Lmrmc.com](mailto:info@Lmrmc.com). Thanks!