



## Thank You!

For our regular readers and marketing partners, on behalf of **Team LMR**, I'd like to personally thank you for your support and goodwill towards us over the years. Auto racing seems like it's an individual sport, but that's far from the truth. The fact of the matter is that although there is only one driver in the car at a time, there are many "drivers" that get that person prepared to do battle out on track. Sponsorship is critical to even make the race a reality. If there's not enough coming in, then racing doesn't happen. Each individual "driver" at these compa-

nies make the difference to say "yes" in going forward with their marketing and advertising plan. They use the **Team LMR** Formula Mazda as a platform to build a tailor made program that benefits them. There are multiple ways to use this platform beyond the name on the car: personal appearances, sampling, show car displays at open house events, coupon/rebate programs, employee motivation, track days, custom driving schools, VIP opportunities at charity events and much, much more.

Crew members help

"drive" the race car preparation for not only a safe race car, but a reliable and fast race car. The old saying; "To finish first, you must first finish" is incredibly accurate. Race officials, corner workers, emergency personnel, timing and scoring are just a few more who "drive" to make a successful race weekend happen. Finally, print and electronic media go a long ways towards "driving" home the message of what took place and also how the sponsors impacted the results. Thank you—to all who "drive" our success!

## Auto Diagnostic Services



### The Fiberglass Body



Jim Webb Motorsports



PerformancePlus.cc

Your Name Here!



QR code link to Facebook.com/TeamLMRUSA

## 2020 Year in Review, 2021 Preview

Wow, what a year we've endured. No matter where you are in the world, this global Coronavirus has changed the way we live and interact with each other.

The last "normal" event we had before the lockdowns took place was in early March when Sonia and I judged the Miss Diamond Bar Pageant. It was only a week later when the "Stay at Home" orders

took place. I was actually on an airplane heading to the Midwest when in mid-trip I was told to turn around and go home. Since then, we've both been home-based. With my time at home, I finished my simulator and set up my stationary bike trainer to complement the rest of my small home gym. Racing on the simulator has been beneficial

for hand/eye coordination and it's been fun learning new tracks and competing against some of the best virtual drivers in the world. The most exciting thing about 2021 is the opportunity to return to Indianapolis in October. Now is the time to join our team as we race to win the National Championship Runoffs! Stay tuned and stay healthy!

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*Wishing you and yours a very  
Merry Christmas  
and a  
Happy, Healthy and Prosperous New 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**

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 2021 season. You can be a tire sponsor for just \$1,500 or an entrant for \$750. Makes a great Christmas gift! Hurry, next race is January 17!

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

*We look forward to hearing from you soon!*

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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