



Appearances for the MDA

Larry Mason continued his support of the Muscular Dystrophy Association by making an appearance at their annual kids summer camp at the Brandeis Bardin Institute in Simi Valley, CA. Mason spent some quality time with the kids and brought along his Bell® racing helmet and Hans® device to give them some insight into his state-of-the-art safety equipment.

The very next day, Mason was involved in the annual MDA Lock-Up whereby local business executives are “arrested and locked up” until they post “bail” with all donations going to the MDA. Mason served as a driver and arresting officer for the day in Pasadena and

Larry and his MDA Lock-up “prisoner” Mary Murschedi of the City of Pasadena.

Photo courtesy of Marquista Webster



drove a brand new Infiniti M35 as his “Paddy Wagon.” He delivered the “jailbirds” to McCormick & Schmicks Restaurant where they were “booked.” After posting bail they were treated to a fabulous lunch, poker, and other entertainment.

The Muscular Dystrophy Association is a voluntary health agency — a dedicated partnership between scientists and concerned citizens aimed at conquering neuromuscular diseases that affect more than a million Americans.



LMR Welcomes New Marketing Partner—Triathlon LAB!

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Larry Mason and Team LMR welcomes new marketing partner **Triathlon LAB** to our family of supporters. The best way to describe Triathlon Lab is to have owner Lloyd Taylor explain.

“We are a triathlon company completely devoted to the three disciplines of the swim, bike and run. Triathlon is our passion and our lifestyle. We don’t consider triathlon to be just another popular fad. As a triathlete, I created **Triathlon LAB** to give you the best possible triathlon equipment selection to enable you to go farther and faster than you ever thought

possible. We carry a top quality product selection featuring the latest in cutting edge triathlon racing bikes, triathlon wetsuits, components, triathlon clothing and accessories. Our number one priority is to provide the highest level of professional sales, reliable customer service, and attention to detail. Check out our [Performance Service LAB](#), [Triathlon Training Camp Program](#), and our [Bike Fitting Services](#) to see how we can help you improve in the sport of triathlon.

“At **Triathlon LAB**, we look forward to helping you shat-

ter those mental and physical barriers you need to reach your goals.”

“The staff at **Triathlon LAB** has helped me improve my skills as well as provide valuable support in my efforts,” said Mason. “I really appreciate the opportunity to work with such experts in their field. If you ever need anything for this sport, please call **Triathlon LAB** and tell them Larry sent you.”

You can reach them at 310-374-9100, or 877-4TriLAB or via the web at:

www.triathlonlab.com.

Mason & Mason are Tin Man Triathlon Two-some

Larry Mason and wife Sonia completed their first sprint triathlon together at the Tin Man Triathlon in San Bernardino, CA on June 26th. Although Larry has been competing in sprint triathlons since 1993, this was only the second one ever for Sonia. The Mason's have benefited from all of the recent training together at Triathlon Lab's Training Camp in Redondo Beach, California.

They've been much more passionate about the sport since watching the Iron-man® Triathlon live in Kona, Hawaii last year. The Masons will be competing together as part of a relay team at the Nautica Malibu Triathlon on September 25th.

Larry and Sonia are happy to have finished their first Triathlon together.

The Masons use Polar® Heart Rate Monitors to enhance their training, racing, and overall health and fitness.



Exposure for Sponsors as Larry Mason is an LA Triathlon Finisher!

Race car driver and budding triathlete Larry Mason competed at the Los Angeles Triathlon on September 11th. He was on a point-to-point course that began in the ocean off famed Venice Beach and traveled through Los Angeles passing legendary landmarks seen frequently in television and movies. He saw Los Angeles from a vantage point

that few people are offered . . . on closed roads he saw landmarks like the Hollywood Walk of Fame, the Pantages Theatre, Sunset Boulevard, Little Tokyo, Los Angeles City Hall, the Disney Concert Hall and STAPLES Center, just to name a few. Mason finished the "sprint course" which was a 0.4 mile swim, a 20 mile bike, and a 5k run.

It was his first attempt at this event and was the longest "sprint" triathlon he has competed in thus far.

After leaving the first transition, Mason was never passed on the bike but did show the back of his jersey resplendent in Polar, Bell, Triathlon Lab, and Valvoline logos to the throngs of competitors as he left them in his wake.



Mason celebrates finishing his first-ever LA Triathlon.

Photo by Sonia Mason

Last Chance to Join Team LMR at California Speedway on October 16, 2005!

How would you like to have access to the pits at a major Indy Racing League event? While you're at it, why not enjoy scrumptious catered meals in a private hospitality area? Have you ever wanted to reward your best clients, employees, or other VIPs with something other than a

round of golf, or other standard team building function? If so, break out of the clutter and do something about it! Sponsor Larry Mason at the IRL season finale at California Speedway on October 16th and you'll enjoy all of these benefits and more! We'll custom tailor a pack-

age that suits your needs, and gives you and your company the high-profile you want for a fraction of the cost of an IndyCar sponsorship. The Menards Infiniti Pro Series gets you the same venue, for pennies on the dollar. Don't wait, call today! **This is a limited time**

offer and ends on September 21st. Contact LMR now for a **FREE** consultation on how to bring your marketing plans into Victory Lane!

Larry Mason, Driver

Team LMR

info@LMRMC.com

Larry Mason Completes Second Bicycle Time Trial

Larry Mason competed for the second time in the “Eddie Merckx” category on July 10th at the Piru 20k Time Trial near Fillmore, California. The Eddie Merckx category is for those riding bikes without aerodynamic aids in bike design or add-ons (aero bars, etc.)

Mason finished on the podium in third place. “I went just a little quicker than the last time I tried this, but of course, so did the competi-

tion!” said a pragmatic Mason. “Of course I wanted to win my class, but it wasn’t to be this time. Next time I’ll be competing in the public age-group category because I just took delivery of my new triathlon/time-trial specific bicycle. I’ll be going from a nearly 30 year old 10-speed to a full aero frame 2005 Xlab Mach 2 bike. Armando Espades at Triathlon Lab was very meticulous in the assembly of this bike and

Robert Keating customized a pair of Shimano® carbon fiber shoes just for me. If I’m not fast on this new bike, all I can say is that the engine is down on power!”



Mason will have a road rocket very similar to this one to ride at the next time trial. Photo courtesy of Airo International.

2005 Nissan Xterra In-Dealership Training Program

After finishing up with the 2006 Infiniti M Launch training, Mason was called to fill in on the 2005 Nissan Xterra In-Dealership training.

“I feel like I’ve come full circle with this product” explained Mason, “I did the inaugural launch of this vehicle back in 1999 and now with the new redesign, it’s better than ever yet true to its own heritage: Every-

thing you need, and nothing you don’t.”

All of the training took place in Southern California, a hot market for the Xterra. Some cool new features on the Xterra include an Easy Clean Cargo area and the Utili-track tie down system. There are also rear bumper steps to help you get up to the roof rack.

The Xterra is now built on a

variation of the full-size Titan truck frame and it’s powered by a 4.0-liter version of the award-winning VQ series V6 engine.

Xterra’s hallmark is its functionality. There are 10 tie-down hooks in the rear, four 12-volt power outlets and plenty of cargo configurations to handle just about anything you can think of (inside or up on top).



“Xterra’s hallmark is its functionality”



Shifter Kart Testing Continues with Experimental Valvoline® Two-Stroke Oil

On July 5th, Mason took to the Adam’s Kart Track in Riverside, California to get some valuable “seat time” as well as put the latest experimental Valvoline two-stroke oil to the test.

The ambient temperature was in the mid-90’s on a typical summer day with the sun beating down on the track. Adam’s has a long front straight that taxes the engine under heavy load and high rpm (over

11,000). The previous fuel/oil mixture was run dry and then immediately replaced with the new Valvoline® mix.

“The kart felt great with the new mix and the computer data confirmed those feelings,” said an encouraged Mason. “We noticed a decrease in engine temperature by switching to this new oil. In fact, both cylinder head and water temperatures dropped when compared back

to back. With similar lap times we ran cooler temps which means less wear and tear and more performance.”

“We’ll take the kart out another time or two before sending the engine out for a rebuild. I’m sure the results will show very little wear and tear based on our testing results.”

“I’ll keep you updated as we learn more about the benefits of Valvoline® two-stroke oil.”



Photo by Fred MacIntosh

“We noticed a decrease in engine temperature by switching to this new oil.”



Put your company on the marketing fast track!

NOTE: If you'd like to be notified of when the next MRN Newsletter will be posted online, then send an email to lmason@lrmrc.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

WWW.LARRYMASON.NET

WWW.LMRMC.COM

WWW.LMRUSA.COM

Our goal is to serve our clients by cultivating long-term partnerships with the utmost integrity, concern and passion and by delivering commercially viable value oriented results.

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2005 Upcoming Events

Team LMR is actively pursuing the necessary funding to enter the Indy Racing League Menard's Infiniti Pro Series finale at CA Speedway on 10/16. This race will be the first step towards qualifying to race at the 2006 Indy 500!

You can help! If your company is interested or you have any potential leads—please call Larry Mason NOW!

Thank you.

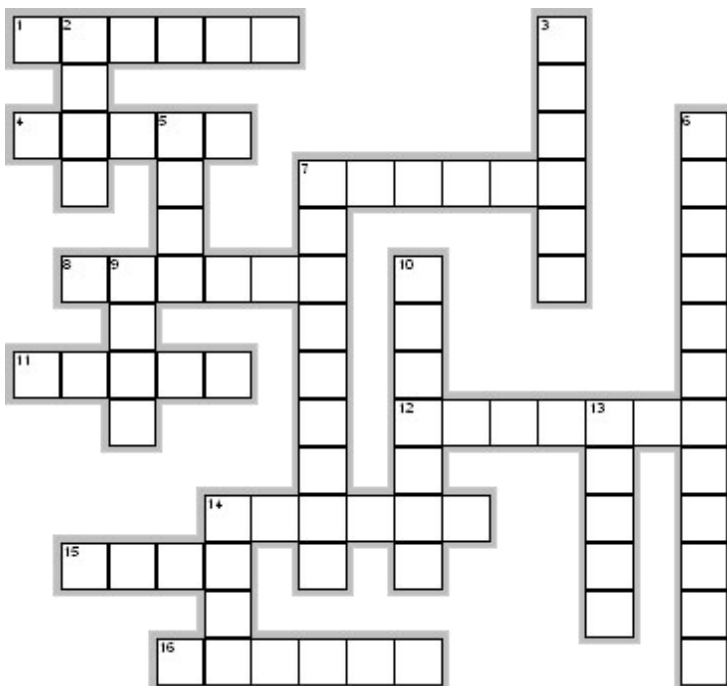
Competition & Appearance Schedule

(To schedule an appearance email soniarm@LMRUSA.com)

- (A) Sept. 15, MDA Lock-Up, Los Angeles, CA
- (A) Sept. 22, NGC Car Show, Redondo Beach, CA
- (C) Sept. 25, Nautica Malibu Triathlon, Zuma Beach, CA
- (C) Oct. 15, 16, IRL Menards Infiniti Pro Series—CA Speedway Fontana, CA

Team LMR Quarterly Crossword

For extra clues and the answer key, please visit www.LMRUSA.com



Across

1. Larry has earned awards from this organization for two straight years (abbrv)
4. Use these to be at the proper rpm
7. Type of wrench to measure tightness
8. If you finish in the top three, you'll stand on this
11. This flag means you've done something wrong
12. Unless you're leading, the scenery never _____
14. They only slow you down
15. Larry's only brand of helmet
16. This is the color of the caution flag

Down

2. You'll want to "hit" this to make sure you've taken the turn correctly
3. Type of track where you race between office buildings and retail shops
5. Type of track that is a permanent course
6. If you're the fastest, you'll have this
7. Larry has made the podium twice recently in this kind of bike race
9. Type of race track where you just turn left
10. The flag you'll see to end the race
13. Flag color to start the race
14. This flag has a yellow diagonal stripe and is shown to slower cars