



REPORT TO CITY COUNCIL

To: Honorable Mayor and Members of the City Council
From: Jason Simpson, City Manager
Prepared by: Gina Gonzalez, Dir. Of Economic Development and Leg. Affairs
Date: January 27, 2026
Subject: **Business in Action Monthly Spotlight – Mason Motorsports**

Recommendation

Recognize Mason Motorsports as the City of Lake Elsinore’s Business in Action Monthly Spotlight for January 2026.

Background

The City of Lake Elsinore’s Business in Action Monthly Spotlight highlights outstanding local businesses that contribute to the community’s economic growth, exceptional customer service, and community involvement. For the month of January 2026, the city is proud to recognize Mason Motorsports for its contributions to the local economy, customer-focused service, and commitment to supporting the Lake Elsinore community.

Mason Motorsports is a valued business in Lake Elsinore that serves residents and visitors through its expertise in motorsports products and services. Through its customer service, local presence, and support of the community, Mason Motorsports helps strengthen Lake Elsinore’s business landscape and reinforces the City’s identity as a thriving hub for entrepreneurship and recreation.

Discussion

Beyond its core services, Mason Motorsports plays an important role in strengthening the local economy by serving the community and contributing to the City’s growing base of unique and specialized action sports businesses. Their commitment to quality service and dedication to their customers reflects the values of a thriving local business community.

Mason Motorsports, owned and operated by brothers Neal and Rob Mason, opened in Lake Elsinore in 2004 and recently expanded their headquarters in Lake Elsinore from 9k sq ft to over 18k sq ft of manufacturing space which equates to a long term investment, more skilled jobs in

(Subject Matter 1- 4 words only). Do Not add date or page numbering)

Lake Elsinore, and more motorsports related business activity- deepening the city's action-sports footprint.

Mason Motorsports are well known for building off-road vehicles and for their innovation with shaking up the classes at the top of off-road with their All-Wheel Drive (AWD) trucks. Mason Motorsports, when they started, built sand cars and pre-runners, transitioning to the UTV market. They have continued to build a reputation fabricating winning Trophy Lite Trucks and Class 7200 and 6100 trucks, the 2WD and 4 WD Trophy Trucks, learning and growing successfully behind each build. The Mason Motorsports advantages are improved acceleration, enhanced cornering capabilities, and better overall vehicle control. Mason Motorsports trucks are not new to winning, securing 17 podium finishers in high profile desert racing classes., including 3 in SCORE Trophy Truck in each of the four races during the 2024 Score World Desert Championships, and placing in the Mint 400 over the years, just to name a few highlights. In 2019, Mason Motorsports was honored with the Impact Award in the Off-Road Motorsports Hall of Fame. 2024 SCORE Truck Chassis Manufacturer of the Year.

By recognizing Mason Motorsports as the Business in Action Monthly Spotlight for January 2026, the city continues to aim to celebrate local businesses contributions to the lake Elsinore community and encourage continued local business success and growth in their industry. Mason Motorsports is the epitome of Lake Elsinore action sports, as it is one of the most visible anchors in the off-road racing ecosystem, re-enforcing Lake Elsinore's identity as an action-sports hub.

Fiscal Impact

There is no known fiscal impact for this honoring.

Attachments

None.