

MR Collection Models and Looksmart present the 2016 production at the Nuremberg Toy Fair

Saronno, 23 January 2016 - MR Collection Models and Looksmart are ready to present an amazing production program for 2016 at the upcoming Nuremberg Toy Fair (27 January-1 February).

Both brands founded by **Egidio Reali** will display the most recent models of luxury supersportscars in scale 1:18 and 1:43 and present some exclusive series which will make the happiness of true collectors worldwide.

Not only **Ferrari, Lamborghini, Bugatti**, but also a **space launcher** in the pipeline of MR Collection Models.

MR Collection Models

Showstoppers will be the **Lamborghini Huracan LP 610-4 Spyder**, the **Ferrari 488 GTB Spider**, the **Ferrari FXX-K** (all in 1:18), top-of-the-range models.

Two important announced series will be the Chameleon Series and the Lady in Black Series.

The models of the **Chameleon Series** will be produced with a special and exclusive paint that gives them an outstanding reflection effect. This paint exhibits a wide range of hues when viewed with different incident lights angles.

CEO Egidio Reali says: *“MR Collection Models stands for luxury Italian masterpieces born from the most exclusive and excellent craftsmanship. We are the first to use this paint technology on model cars, faithful to our quest for constant innovation. These models will be available in the next months for the delight of our fans.”*

The Lady in Black is a Limited Series of models that chooses full black to enhance design and profiles. The body is totally black, the wheels are shiny black and the interiors in matt black. Both series are presented on an exclusive carbon base, completely made in Italy, with Mr. Egidio Reali's signature and luxury packaging and represent the cutting edge in the art of car modeling.

Looksmart

Looksmart means high quality models expressing the best Italian passion for manufacturing. This brand comes at the Nuremberg fair with the **Ferrari SF15-T** of Sebastian Vettel and Kimi [Räikkönen](#), of course in 1:18 scale.

The full **Ferrari F1 History** series will feature racing Ferraris from 1964 to the one of this year. Even a wider timespan is covered by the **Ferrari Le Mans History**, which goes from 1961 to 2016.

Other prestigious series, announced but still undercover, will be the **Ferrari F40 History Collection**, the **Lamborghini Miura 50th Anniversary History Collection** and the **Lamborghini Diablo History Collection**.

An iconic car, a flagship of Made in Italy: the **Ferrari F40**, the last red masterpiece made by Enzo Ferrari to celebrate the 40th anniversary of the Prancing Horse. A marvelous story of passion, of research of the limit, of excellence, that Egidio Reali wants to tell through the “Ferrari F40 History Collection”, an exclusive limited series which faithfully reproduces all versions realized between 1987 and 1996. Perfect handmade models that no real Ferrari fan can miss in his collection.

The **Lamborghini Miura**, the car that changed the concept of sportscar in the world turns fifty this year. The Miura debuted in 1966 and since then became a symbol of speed, style and extreme synthesis of technology and design. *“We intend to honor the fiftieth anniversary of this masterpiece which made Lamborghini big worldwide with our exclusive “Lamborghini Miura 50th”*

History Collection”, which includes all most significant versions. including the Jota, in limited series and with the quality such a great car deserves” says CEO Egidio Reali.

Born from the myth of one of the legendary fighting bulls, the **Lamborghini Diablo** entered fiercely in the people’s imagination as one of the most powerful symbols of Italian design. A true “wild beast”, capable to attack the road with its boundless power. Thanks to the “Lamborghini Diablo History Collection”, the true fans of Lamborghini are able to complete their collection with all most representative and fascinating versions.

Rocket science

MR Collection Models does not only mean cars: 2016 also sees the presentation of a rocket science model, in the literal sense of the word.

The Milan based company, after 27 years of activity in which it achieved the status of icon of Made in Italy in the élite car modelling, has decided to prove itself in the realization of a limited series of **the VEGA C launcher for AVIO**, the Italian company leader in space propulsion.

"We have been chosen by AVIO not only for the high quality of our realizations but also for our reliability and the secrecy of our premises and processes", comments CEO Egidio Reali, "besides being, each one in his sector, expression of the Italian entrepreneurship at the highest levels."

The resin model made by MR Collection in scale 1:100 is 34 centimeters high and reproduces to the smallest details the future space launcher, in the same livery shown at the Paris Air Show in June 2015. It stands on a light blue Alcantara basis and is protected by an elegant Plexiglas case. The series, limited to 100 units, is not for sale.

"There is no real space model collecting hobby like instead for cars" adds Reali, "but maybe just because nobody thought of it. We are making feasibility studies for other versions of the VEGA C, decomposable in the four stages, with an openable fairing and possibly also with the reproduction of the transported satellites. I have always been an innovator, when I introduced the use of resins for collectible models, when I opened, first among westerner producers, a factory in China, but also when I obtained qualifications and certifications from luxury car brands that no one else today has."

MR Collection Models - Atelier by MR Collection - Looksmart

MR Collection Models is a world leader in high quality handcrafted collection models since 1988.

Italian entrepreneur Egidio Reali founded the company in Saronno, a small Italian town near Lake Como and Milan. This region is well known for mingling the centennial old tradition of the Italian handcraft and artistic history as well as modern technology.

In over 27 years, MR Collection Models has produced almost one thousands of different models of the most prestigious luxury car brands models in scale 1:12, 1:18 and 1:43 and can claim to be the unique supplier for the exclusive contact plans of Ferrari, Lamborghini and Bugatti, as well as official supplier of Bentley, Audi, Pagani and others.

The high-end creations of Atelier by MR Collection include special handmade customizations, unique in the world, for the most demanding customers and collectors worldwide.

In order to widen the base of collectible car models, since 1999, Egidio Reali was the first to run a factory in China, followed by all the others car models producers, dedicated to advanced resin productions for Looksmart, the more accessible brand of the group.



MR Collection Models and Looksmart are present at the most prestigious trade fairs such as Nuremberg and Hong Kong, motor shows like Geneva, Frankfurt, Paris, Beijing, Shanghai, Detroit, Los Angeles and other events such as the Lamborghini Blancpain SuperTrofeo Series, the Monterey Car Week, Bensberg Classics, and Pitti Fashion Week.

With at least one model on the desk of all HNWI car enthusiasts of the world, MR Collection Models is the Italian standard-bearer in the fascinating sector of scale car models.

www.mrcollection.com - www.atelier.mrcollection.com - www.looksmartmodels.com

Contacts:

MR Collection Models Media Relations

StudioRPR

Mob. +393351015456

Email info@studiorpr.com