

Five world premieres at Geneva for the MR Collection Group

Saronno, March 1st, 2016 - The MR Collection Group, world leader in the collectible models sector, comes at the Geneva motorshow 2016 with five world premières of the most prestigious luxury car brands.

"We are the only company in the world to be simultaneously present as official suppliers in three world premieres of three luxury car brands and as official licensee in other two world premieres" says CEO Egidio Reali, "therefore we are the only ones who received all product design data long before the presentation to the public, a further confirmation of the consolidated relation with the carmakers, based on a deep trust and the confidentiality warranties of our production processes."

MR Collection Models and Looksmart are the first to make the 1:18 and 1:43 scale models of five among the most prestigious car brands worldwide: the most sought after models, because they are reserved to a select audience of customers, VIPs, big company's CEOs and opinion leaders of the most important media.

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

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