

## PRESS RELEASE

### The smallest new Bentley Mulsanne in the world is signed by Looksmart

Saronno, March 2<sup>nd</sup>, 2016 - A little more than 10 cm. This is the length of the new Bentley Mulsanne by Looksmart, part of MR Group, the only company in the world that can today showcase the 1:43 scale reproduction of the latest creation by Bentley, at its world premiere at the Geneva motorshow.

The production of this official collection model confirms the cooperation between the company of Saronno and the one of Crewe. Today it's the new Mulsanne, that Bentley presents at the Swiss event for the delight of all lovers of this luxury sedan, and that Looksmart offers to all collectors of the world.

The new Mulsanne will be showed at Bentley's official booth and Looksmart is very proud to be present in it with its models.





## **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](http://www.mrcollection.com) - [www.atelier.mrcollection.com](http://www.atelier.mrcollection.com) - [www.looksmartmodels.com](http://www.looksmartmodels.com)

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