

PRESS RELEASE

Egidio Reali signs the Ferrari GTC4 Lusso in scale

Saronno, March 2nd, 2016 - MR Collection Models, part of the MR Group created by Egidio Reali, is the only company in the world which has already produced the collectible model of the new Ferrari GTC4 Lusso. Official supplier and licensee of the house of Maranello, the MR Collection Group, world leader in the collectible model sector, takes part to the launch of the new fourseater of the Prancing Horse, with the world premiere at the Geneva motorshow right after the customer private event in Villa Erba (Como Lake) a few weeks ago.

The 1:43 scale replica of the Ferrari GTC4 Lusso made by MR Collection Models, which can be seen at the Ferrari stand, will soon be followed by a 1:18 scale version.

For MR Collection Models this is the confirmation of a long established relation. *"We have been official partners of Ferrari's Contact Plan for eight years now",* says CEO Egidio Reali, *"in other words, each Ferrari customer receives from Maranello a collectible model, equal to the car he has ordered, in anticipation of the delivery of the real one. And that model is made by us. This, together with our presence in all Ferrari Stores of the world, is a great satisfaction for us and a stimulus to continuous improvement."*





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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