

PRESS RELEASE

A supersportscar to celebrate the hundred years of Ferruccio Lamborghini

Saronno, March 2nd, 2016 - Born in 1916, Ferruccio Lamborghini has given birth to the most extreme and luxurious supersportscars which made generations of fans dream.

Hundred years after his birth, the house of Sant'Agata Bolognese celebrates him with a breathtaking performing car making its world debut at the Geneva motorshow and bound to be produced in twenty units only: the Lamborghini Centenario.

Official supplier and licensee MR Collection Models has made the 1:18 scale collectible model, while the 1:43 scale version will be sold to the public with the brand Looksmart.

The collaboration between MR Collection Models and the house of Sant'Agata is consolidated and shows up in different situations. Not only at the motorshow premieres, but also at the Lamborghini Blancpain Supertrofeo races and the recent presentation of the Huracán Spider in Miami, have seen the scale models by Egidio Reali in a primary role, as award or gift to Vip guests.

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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