

PRESS RELEASE

With Pagani the absolute world premiere at the Geneva motorshow

Saronno, March 2nd, 2016 - The MR Group, world leader in the collectible model sector, takes part to the launch of the new Pagani Huayra BC, shown in world premiere at the Geneva motorshow 2016.

The 1:43 scale replica of the latest creation by Horacio Pagani made by MR Collection Models will be available in a 50 pieces only limited series on sale during the show.

Two versions will be produced with the Looksmart brand, in scale 1:43 and 1:18, to be sold through the usual sales channels.

This is the first collaboration between MR Collection Models / Looksmart and Pagani, which enters the group of prestigious clients of the manufacturer of Saronno.

"This partnership makes me and my company very proud", says CEO Egidio Reali, "we have been chosen by Horacio Pagani as official supplier and official licensee."





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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