

PRESS RELEASE

MR GROUP CREATES LAMBORGHINI SUPER TROFEO SAFETY CAR

The new season of the Lamborghini Blancpain Super Trofeo Series started last weekend in Autodromo Nazionale di Monza with a news: the safety car of the series boast now a livery designed by MR Group with MR Collection Models and Looksmart Models logos on the body. A new and great challenge that MR Group was happy to cope with as Technical Partner of this championship, held in three continents, that has gained a great success of audience and racing teams since its debut back in 2009.

The MR Group partnership was announced during the official press conference held by Lamborghini Squadra Corse in the Monza circuit. Egidio Reali, MR Group CEO and founder, was invited on the stage with the representatives of other prestigious sponsors of the Series such as Blancpain, Pirelli, Pertamina and many other: brands that are world excellence in their respective fields.

The friendly hospitality has always been a success factor of the Super Trofeo and from this year three car models are displayed in a showcase between two armchairs at the main entrance.

The Lamborghini Blancpain Super Trofeo season will continue between Europe, Asia and America, racing in prestigious circuits like Suzuka, Silverstone and Laguna Seca until the world final in Valencia in December.

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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