

Oltrona San Mamette, January 2012

### **The Horses prances again on Brumm's boxes.**

*“Brumm car models reproduce in the smallest detail, in 1/43 scale, real cars, in their original colours and, as far as sports cars are concerned, with the trademark of the manufacturer, the race number and the names of the sponsors and drivers. The average consumer of this product, normally informed and reasonably careful and shrewd, expects the models to follow real examples and attributes great importance to their being absolutely faithful to the original, so that said consumer will interpret the logo of the Prancing Horse of Ferrari, appearing on the Brumm model car, only as an indication of a descriptive detail, the same as the original, confirming that the car is, in reduced scale, a faithful and complete reproduction of a FERRARI car. In fact, it is not unimaginable that a shrewd, average consumer, with an illogical and unjustified deductive procedure, could perceive the Prancing Horse logo affixed to the model car sold by Brumm as an indication of the fact that such a product comes from FERRARI, the manufacturer of the original car, or from a company economically connected to the latter.”.*  
(Judgement of the Court of Modena, October 2010 )

All this seems very logic, let's even say intuitive, and BRUMM has always claimed it.

Since, there are people, though, who, maybe for a lack of attention or because they have a stake in it, are not convinced of that, we have decided (we did not have any choice, poor us!) to have it repeated, with these precise words, by a recent judgement of the Court of Modena, which confirms, moreover, a no more recent trend of the European Court of Justice (January 2007).

But the Court of Modena did more than that, declaring that *“The presence also of the FERRARI logo on the box can have no other meaning than that of indicating the presence of a miniature model of a FERRARI car inside the box.”* From here the idea of a new BRUMM packaging, that, evoking the past (you should remember the mythical “GOLD series”), looks into the future with great expectances!

Brumm snc