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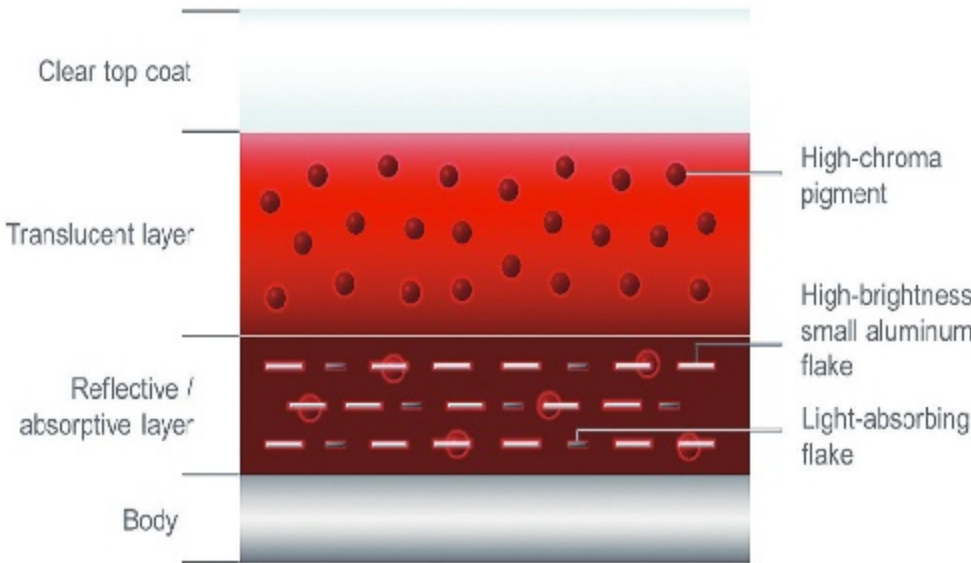
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Mazda has created a new colour, Soul Red Crystal, to represent its KODO design language.

Mazda seeing red

Mazda has developed a new body color, Soul Red Crystal, to symbolize its KODO Soul of Motion design.

The new colour will debut on the all-new Mazda CX-5 that goes on sale in Japan from February next year, before being rolled out to new and existing models.

In the belief that color is an element of form, Mazda has focused on developing colors that highlight the beauty and quality of its KODO designs.

Soul Red Crystal is an advanced version of Soul Red that balances vibrant energy and vividness with clear depth and gloss.

It boasts 20 per cent greater color saturation and 50 per cent more depth than Soul Red, for a fresher, lustrous transparency.

The paint retains a simple three-layer

structure comprising clear, translucent and reflective coats, but represents an evolution of Mazda's Takuminuri painting technology.

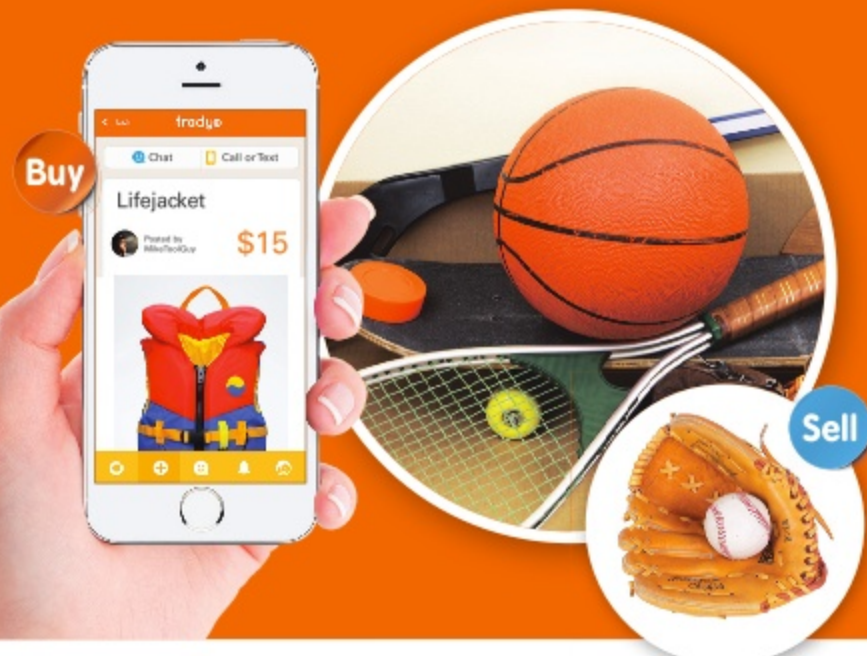
Takuminuri gives mass-production vehicles a precise, high-quality finish that looks like it has been hand-sprayed by a master craftsman.

It has been used previously with Soul Red and Machine Gray.

The new paint's translucent layer features a newly developed highly saturated red pigment for a richer red.

In addition to high-brilliance, extremely thin aluminum flakes, the reflective coat features light-absorbing flakes that intensify shaded areas and make it possible to achieve a depth of color that previously required two layers.

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