16 June 2022

Mazda develops new Rhodium White as third signature body colour

* New Rhodium White body colour created using Mazda’s unique Takuminuri painting technology.
* Available from Autumn 2022 the all-new Mazda CX-60 is the first model to feature the new shade.
* The new colour contributes to a reduction of CO2 emissions during the production process.

Mazda has introduced a new body colour, Rhodium White, a special paint created using Mazda’s unique Takuminuri\* painting technology. With a reputation for striking exteriors and award-winning design, the new colour joins Soul Red Crystal and Machine Grey as a third signature body colour and will debut on the all-new Mazda CX-60.

In the belief that paintwork is a crucial part of what gives shape to a vehicle, Mazda has focused its efforts on developing hues that accentuate the dynamic and delicate expression of the company’s Kodo: Soul of Motion design philosophy. Rhodium White is a pure white inspired by Japanese aesthetics, finding beauty in simplicity and the absence of superfluous elements. Furthermore, the paint’s fine grain accentuates the shadows on the surface of the vehicle complementing the metallic texture of Rhodium White.

Mazda’s approach uses advanced paint technology to create colours with rich depth and radiance that highlight every sensuous curve and line of a car, while also ensuring to reduce the environmental impact of the painting process in keeping with the brand’s long-term Sustainable Zoom-Zoom 2030 vision. In a process called, Takuminuri (Takumi: master craftsman, Nuri: painting), cutting-edge painting robots use data obtained through simulation painting with Mazda’s best craftsmen to replicate traditional techniques to give mass-production vehicles a precise, high-quality and hand-sprayed finish which enhances the beauty and sophistication of Kodo design.

While developing Rhodium White, Mazda was able to take Takuminuri to new heights, successfully mass producing an expressive finish using only three layers: a clear layer, a reflective layer and the coloured layer. This coloured layer provides a newly developed white pigment that delivers a silky smooth, fine-grain white. As standard practice with white paints, the undercoat tends to show through, and the clear coat is generally thicker than for other tonalities. Rhodium White however, uses a newly developed pigment which Mazda was able to reduce the thickness of the clear coat by up to 30 per cent\*\*. This contributes to a more efficient use of resources and a reduction of CO2 emissions during the production process.

Mazda uses a method in which paint containing ultra-thin, high luminance aluminium flakes are applied meticulously to achieve a uniform thickness and which then dramatically shrink in volume during the drying process for the reflective layer. The result is an extremely thin reflective layer of approximately 0.5 microns or about 7 per cent of the thickness of a typical reflective layer.

In addition, the Hiroshima based company was able to achieve a hand-painted like finish with the aluminium flakes smoothly aligned at regular intervals in the reflective layer^. The entire surface gleams when exposed to light and displays a realistic metallic texture. Individual aluminium flakes are distributed evenly and parallel to the undulations of the body surface, producing a glossy and shaded appearance when touched by light despite the brightness of Rhodium White.

The first opportunity to see Mazda’s newly developed Rhodium White will be on the all-new Mazda CX-60 from this Autumn and then the colour will be rolled-out across upcoming models in Mazda’s Large Product group. Joining the UK line-up above the ever-popular 2022 Mazda CX-5, the Mazda CX-60 flagship SUV will be launched with Mazda’s first plug-in hybrid technology powertrain, which combines a Skyactiv-G 2.5-litre four-cylinder petrol engine with a 100 kW electric motor and a 17.8 kWh high-capacity battery. Available to order now for delivery in autumn, the all-new Mazda CX-60 will be offered with a choice of eight body colours: Jet Black, Deep Crystal Blue, Sonic Silver, Platinum Quartz, Arctic White, Rhodium White, Machine Grey and Soul Red Crystal.

- Ends –

\* Mazda’s painting technology that reproduces a precise, high-quality paint finish as if done by the hands of a skilled craftsman on an automobile mass production line. The new colour is the third of such colours following Soul Red Crystal and Machine Grey Premium.

\*\* Compared to Snowflake White Pearl

^The same technique used for Machine Grey

Further press information is available at [www.mazda-press.co.uk](http://www.mazda-press.co.uk)

Interactive Press Packs for all models are available at [www.mazdamediapacks.co.uk](http://www.mazdamediapacks.co.uk)

Visit our media blog at [www.insidemazda.co.uk](http://www.insidemazda.co.uk)

Follow us on Twitter @mazdaukpr

*For further information please contact one of the following:*

Graeme Fudge, PR Director | T: 01322 622 691 | E-mail: [gfudge@mazdaeur.com](mailto:gfudge@mazdaeur.com)

Owen Mildenhall, PR Manager | T: 01322 622 713 | Email: [omildenhall@mazdaeur.com](mailto:omildenhall@mazdaeur.com)

Monique Clarke, Press Officer | T: 01322 622 650 | Email: [mclarke@mazdaeur.com](mailto:mclarke@mazdaeur.com)

Martine Varrall, Press Officer | T: 01322 622 776 | Email: [mvarrall@mazdaeur.com](mailto:mvarrall@mazdaeur.com)

Ref: 220616FINAL