



INNOVATORS IN SOUND

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## PRESS INFORMATION For Immediate Attention

# KEF REFERENCE SERIES OFFERS 12 CUSTOM COLOURS

Finishes Inspired by the World's Luxury and Sports Car Brands

Long gone are the days when you could purchase a loudspeaker in any colour, as long as it was black. But can you imagine buying a speaker in the finish of your choice? Now you can.

KEF is offering its revered Reference loudspeaker range in 12 magnificent new finishes, whose vibrant colours take their lead from the world's luxury car marques. You could even have your own special\* colour! So, whether it is an Orange Sorbet finish, a more sedate Grigio shade - or simply a colour to match your front room - KEF can deliver. These high-gloss colours are finished with multiple layers of lacquer, each one polished to a mirror finish by hand before applying the next one. The result is a rich, deep, shine that surpasses that of most luxury cars.

This service takes approximately three months to complete and there is a 15% premium compared to the standard piano black finish. KEF Authorised Reference Dealers will carry sample swatches of the 12 new colours for customers to view prior to order, while a unique sample swatch will be created for sign off for other customers.

The KEF Reference Series of loudspeakers, combines remarkable contemporary looks with the most impressive technology and performance available today.

“The KEF philosophy is not just about proprietary technologies it is the pursuit of natural sound reproduction through intelligent engineering”, commented Dr. Andrew Watson, KEF’s Senior Acoustic Engineer. “In this respect, our skill is not just in developing these technologies but in applying them to achieve real benefit for the listener. That’s what our Reference Series is all about. With the new flexibility of a colour choice, we feel we offer the ultimate quality speaker package”.

**Customers will have a choice of 12 custom colours available - all built to order.**

Graphite (Metallic Dark Grey)  
Grigio (Metallic Mid Grey)  
Stardust (Metallic Silver)  
Pale Gold (Metallic Gold)  
Garnet (Metallic Dark Red)  
Sapphire (Metallic Dark Blue)  
Orange Sorbet (Metallic Orange)  
Lime Sorbet (Metallic Bright Green)  
Lemon Sorbet (Metallic Yellow)  
Snow White (Gloss White)  
Racing Red (Bright Red)  
Racing Blue (Bright Blue)

\*Personalized colour finishes other than the above arranged only if available and by separate agreement and quotation.

**RELEASE ENDS/NO EMBARGO**  
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Visit: <http://www2.kef.com/gb> for more about KEF.

Visit: <http://www.kef.com/gb/loudspeakers/reference> for more about the KEF Reference Series line-up.

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