



Gretsch grows Electromatic collection with new finishes and P90-equipped Streamliner

SCOTTSDALE, Arizona (July 01, 2020) – Gretsch® expands its Electromatic® Collection with new finishes for the **G5655TG ELECTROMATIC® CENTER BLOCK JR. SINGLE-CUT WITH BIGSBY® AND GOLD HARDWARE**, **G5220 ELECTROMATIC JET BT SINGLE-CUT WITH V-STOPTAIL**, **G5230T ELECTROMATIC® JET™ FT SINGLE-CUT WITH BIGSBY®** and **G5230LH ELECTROMATIC® JET™ FT SINGLE-CUT WITH V-STOPTAIL**. Gretsch also debuts today the all-new **G2655TG-P90 LIMITED EDITION STREAMLINER™ CENTER BLOCK JR. WITH BIGSBY® AND GOLD HARDWARE**.

Alive and loud, Electromatic® Center Block Jr. guitars are designed for that pure and powerful Gretsch® sound at high volume. Painstakingly crafted with essential Gretsch sound, style and playability, these all-new models deliver the fearless and electrifying authenticity that has set Gretsch apart for decades. It's the sound of honor itself—play proud.

Available in all-new Aspen Green and Black Gold finishes, the **G5655TG ELECTROMATIC® CENTER BLOCK JR. SINGLE-CUT WITH BIGSBY® AND GOLD HARDWARE** features a smaller-sized body with a chambered spruce center block for dynamic resonance, high gain power and lightweight comfort.

Offering excellent playability, the 12"-radius laurel fingerboard hosts 22 medium jumbo frets and NeoClassic™ thumbnail inlays. Its dual Black Top Broad'Tron™ humbucking pickups deliver bold, dynamic and articulate tone with enhanced sonic punch.

Other features include a Bigsby® B70 vibrato tailpiece, anchored Adjusto-Matic™ bridge and G-arrow knobs.

Sophisticated and sensible, Electromatic® Jet™ models are the perfect real, pure and powerful Gretsch® instruments. They are the next-step Gretsch—bold, dynamic and articulate, and crafted with essential Gretsch sound, style and playability.

Available in a brilliant Firestick Red with silver pickguard and chrome hardware, the **G5220 ELECTROMATIC® JET™ BT SINGLE-CUT WITH V-STOPTAIL** delivers Broad'Tron™ power with classic Jet clarity. At the heart of each Electromatic Jet BT is a chambered mahogany body with maple top that produces a rich, present mid-range that accentuates big lows and shimmering highs.

A pair of Black Top Broad'Tron pickups drive the chambered mahogany body with maple top through thick, aggressive overdrive while maintaining astounding definition and note balance suitable for the most pristine clean tone.

The **G5230T ELECTROMATIC® JET™ FT SINGLE-CUT WITH BIGSBY®** is now offered in a Cadillac Green finish with silver pickguard, while the **G5230LH ELECTROMATIC® JET™ FT SINGLE-CUT WITH V-STOPTAIL** now comes in an Airline Silver finish with black pickguard. Classic Jet tone begins with a chambered mahogany body with maple top that produces full lows and mids with an exceptionally smooth and present high end. The result is a deep acoustic foundation that is robust, yet balanced.

Black Top Filter'Tron pickups amplify and accentuate the Electromatic Jet FT's chambered body to produce a wide, balanced and transparent tone. Loud and punchy, this Jet sounds out with remarkable definition at any level of gain. Together, the body and pickups thunder with full, responsive lows and mids with a high end that sparkles without spikes.

All Electromatic Jet models are also equipped with essential features for complete tonal control. The combination of individual pickup volume controls, master tone and master volume with treble bleed circuit provides intuitive global control over the pickup and tone settings.

Available in a distinct Matte Black finish, the impressively affordable **G2655TG-P90 LIMITED EDITION STREAMLINER™ CENTER BLOCK JR. WITH BIGSBY® AND GOLD HARDWARE** is designed for three simple things—high gain-friendly performance, slick, easy playability and spectacular style.

A sleek double-cutaway music machine, the **G2655TG-P90** delivers the perfect arsenal of fat P90 thump with Broad'Tron girth and grit.

The secret to the **G2655TG-P90** sound is threefold—the P90 neck pickup, the Broad'Tron™ bridge pickup and the spruce center block. The single-coil P90 Soap Bar neck pickup spawns a brighter and more transparent tone than a traditional humbucker, yet retains a thick midrange for a unique, muscular tone while the BT-2S Broad'Tron™ bridge pickup punches through with clear yet driving mids and lows.

These pickups reproduce the open richness of a lightweight, chambered spruce center block that provides astounding tone while minimizing unwanted feedback.

For more information, visit www.gretschguitars.com.





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ABOUT GRETSCH: With roots in the past while maintaining an eye to the future—from the cavernous clubs of Liverpool to the main stage headliner at Coachella, Gretsch has been the voice of inspiration, personal expression and musical invention. It's no accident that the sound of a Gretsch has been heard loud and proud on some of the most pivotal recordings ever created. The instrument of choice for musical revolutionaries due to their rich, full sound, smooth playability and boldly classic visual style, Gretsch and rock 'n' roll have been—and always will be—inseparable partners.

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ABOUT FENDER

Since 1946, Fender has revolutionized music and culture as one of the world's leading musical instrument manufacturers, marketers, and distributors. Fender Musical Instruments Corporation (FMIC)—whose portfolio of owned and licensed brands includes Fender®, Squier®, Gretsch® guitars, Jackson®, EVH®, Charvel®, Bigsby®, and PreSonus® – follows a player-centric approach to crafting the highest-quality instruments and digital experiences across genres. Since 2015, Fender's digital arm has introduced a new ecosystem of products and interactive experiences to accompany players at every stage of their musical journey. This includes innovative apps and learning platforms designed to complement Fender guitars, amplifiers, effects pedals, accessories, and pro-audio gear, and inspire players through an immersive musical experience. FMIC is dedicated to unlocking the power of musical expression for all players, from beginners to history-making legends. In 2026, Fender celebrates 80 years of giving artists "wings to fly," carrying on the vision of its founder, Leo Fender, and connecting players through a shared love of music.

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