

GUILD® INTRODUCES NEW ADDITIONS TO USA STANDARD SERIES LINE

NEW MODELS REPRESENT THE ESSENCE OF GUILD'S ACOUSTIC LEGACY

SCOTTSDALE, Ariz. (Jan. 5, 2012) – Guild is proud to announce the addition of exciting new models to the acclaimed Standard Series line. These new models offer legendary Guild sound quality and craftsmanship with the finest cosmetic appointments and performance-driven features. The new models include two guitars and one bass.

The **F-20 STANDARD** and the **F-20E STANDARD** are concert-style guitars with refined features, which include a solid Sitka spruce top with red spruce bracing and solid genuine mahogany back and sides which, together with the unique body dimensions, produces a focused sound with excellent balance and articulation. The 24 ¾" scale length and slim profile neck provide a smooth, slinky feel and effortless playability. Other premium features include ivoroid body binding and bone nut, saddle and bridge pins. The F-20E Standard includes an onboard 18-volt D-TAR® Wave-Length pickup system that provides a transparent and natural sound with enhanced dynamic range and headroom for exceptional amplified performance.

Built on Guild's revered jumbo body design the **B-54CE STANDARD** is an acoustic/electric bass that features a solid Sitka spruce top with red spruce bracing; solid maple sides, and Guild's unique arched laminated maple back for enhanced volume and projection. The onboard Fishman® Matrix Infinity pickup system includes soundhole-mounted volume and tone controls, and a built-in voicing switch that lets you choose between two different voice settings – one with enhanced bass response and one with a flat voicing that reduces boominess. Other features include a slim satin-finish mahogany neck, ivoroid body binding, lightweight Gotoh® die-cast tuners, and bone nut, saddle and bridge pins.

Guild Standard Series guitars are available through authorized Guild dealers for manufacturer's suggested retail prices ranging from \$2499.99 to \$3219.99. For more information, visit www.guildguitars.com.

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About Guild Guitars

Guild® is a historic American guitar brand with a 58-year history of building fine musical instruments. With a reputation built on Old World craftsmanship, innovation, quality and value, Guild has established itself as one of the world's premier acoustic guitar manufacturers. Guild guitars are prized by players worldwide for their full, balanced sound, excellent playability and exceptional build quality. Guild Guitars – a tradition in tone since 1953! For more information, visit www.guildguitars.com.

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.

CONTACT DETAILS

GLOBAL MEDIA INQUIRIES

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