

TAKAMINE™ INTRODUCES ALL-NEW G SERIES ACOUSTIC GUITAR LINE

**EXCITING NEW MODELS OFFER RICH TONE, SUPERIOR BUILD
QUALITY AND TREMENDOUS VALUE TO ALL PLAYERS**

SCOTTSDALE, Ariz. (July 18, 2013) — Takamine is proud to announce the release of its redesigned G Series line of guitars. Featuring acoustic and acoustic-electric models, the new G Series is available in a wide variety of body styles that include traditional designs and Takamine-exclusive designs such as the popular NEX and FXC body styles.

The new G Series guitars are available in a variety of choice tonewood combinations that appeal to a wide range of players and for a wide range of musical styles. Most models feature select solid spruce or solid cedar tops with quartersawn “X” bracing. Back and side materials comprise fine tonewoods such as mahogany, figured maple and rosewood, with some models featuring a popular and stunning three-piece rosewood/quilt maple back.

Exclusive Takamine design elements are visible throughout the new line, with features such as pin-less and split-saddle bridges for superior intonation and convenient string changes.

Acoustic-electric models feature acclaimed Takamine electronics such as the TK-40D and TP-4TD preamp systems, which feature built-in electronic tuners and a host of tone-shaping controls that offer players convenience, versatility and exceptional amplified sound.

“Takamine G Series guitars have always represented high quality and exceptional value,” says Dave Gonzalez, Takamine product manager. “And now they’re even better, with great new looks and features at price points that are more accessible than ever before.”

Pricing for new Takamine G Series guitars ranges from \$259.99 to \$859.99 (MSRP). Visit www.takamine.com for more information.

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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.

CONTACT DETAILS

GLOBAL MEDIA INQUIRIES

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