

TAKAMINE™ ADDS CLASSICAL AND BASS MODELS TO ALL-NEW G SERIES

SCOTTSDALE, Ariz. (November 18, 2013) — Takamine is pleased to announce the introduction of classical and bass models to its redesigned G Series line of guitars. Six classical styles are available in acoustic and acoustic-electric models, along with two new jumbo-style acoustic-electric basses.

Upholding the Takamine G Series tradition of offering high quality and exceptional value, the new G Series classical guitars are crafted with spruce tops and mahogany or rosewood backs and sides. GC3 and GC5 series models are fitted with premium solid spruce tops with classic fan bracing. Each GC1 series acoustic-electric model is outfitted with the Takamine TP-E preamp with built-in tuner, while the GC3 and GC5 series acoustic-electric models come with the Takamine TP-4T preamp with built-in tuner, offering players all the remarkable sound quality and versatility that Takamine acoustic-electric guitars are known for. (MSRP: \$289.99 - \$584.99)

Every new Takamine G Series bass is built with a solid spruce top, a 21-fret neck with a 16" fingerboard radius, and superior-sounding Takamine TK-40B electronics with on-board tuning. With mahogany back and sides, the GB30CE comes in beautiful gloss natural or gloss black finish. The GB72CE is made with striking flame maple back and sides, and is available in gloss natural or gloss sunburst finish. (MSRP: \$729.99 - \$859.99)

Visit www.takamine.com for more information.

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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