

Guild® Introduces All-New Guild Acoustic Design Series

REVAMPED GAD SERIES OFFERS GREATER VALUE AND PERFORMANCE THAN EVER BEFORE

SCOTTSDALE, Ariz. (Sept. 15, 2011) – Guild announces the debut of the all-new Guild Acoustic Design (GAD) series. The new GAD series introduces new model types and continues with Guild's tradition of acoustic excellence by offering the latest in modern, performance-driven features and exceptional value. The new series includes 19 guitars in total.

GAD series guitars feature all-solid tonewoods, dovetail neck joint construction, and player-friendly features such as a slim, satin-finish necks for smooth feel and effortless playability. The series consists of many different body styles, including Dreadnought, Classical, Concert, and the all-new Orchestra and Jumbo models with cutaways. Additionally, there are six- and 12-string models available in both acoustic and acoustic/electric versions featuring Fishman® electronics.

Inspired by the classic jumbo guitars Guild is long famous for, the **F-150R** model is a full-bodied acoustic masterpiece with a solid spruce top and solid rosewood back and sides that deliver rich, powerful sound and exceptional volume. Other features include a rosewood fingerboard and bridge, ivoroid body and neck binding, and mother-of-pearl block inlays. It is also available as the **F-150RCE** which additionally features a soft, Venetian-style cutaway and Fishman® pickup system.

With the **F-130CE** and **F-130RCE**, the series offers two orchestra style acoustic/electric models that feature a 1 3/4" nut, rosewood fingerboard and bridge, ivoroid binding, mother-of-pearl rosette and inlays, and Fishman® pickup system. The **F-130CE's** solid mahogany back and sides deliver a strong, articulate voice, while the **F-130RCE's** solid rosewood back and sides produce a rich, complex sound with warm bass and clear mids and highs making them ideal for a wide range of styles and performance applications.

The **D-125** dreadnought and its 12-string sibling, the **D-125-12**, feature all-mahogany construction with a slim, satin-finish mahogany neck, rosewood fingerboard, bridge, and head cap. Both models produce a unique and well-balanced sound with a clear, tight bass and a warm, airy top end that make them versatile instruments that are great for a broad range of musical styles.

Guild Acoustic Design Series instruments are available through authorized Guild dealers for manufacturer's suggested retail prices ranging from \$739.99 – \$1,829.99. For more information, visit www.guildguitars.com

#

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

Fender Musical Instruments Corporation
press@fender.com

COPY LINK

<https://fender.pr.co/271794-guild-introduces-all-new-guild-acoustic-design-series/>