

GRETSCH® INTRODUCES NEW ELECTROMATIC® SERIES MODELS

SCOTTSDALE, Ariz. (Sept. 15, 2011) – Gretsch announces the debut of several new Electromatic Series guitars. The additions to the immensely popular Electromatic collection take on a new voice and identity while resonating true to the unmistakable Gretsch sound. The series welcomes nine new models, including two basses and two left-handed guitars.

New to the series are the Black **G5445T** and Gold **G5448T Double Jet™** models. These double-cutaway guitars have a chambered basswood body and an arched maple top; a two-tone body color scheme; dual “Black Top” Filter’Tron™ pickups and a Bigsby® B50 tailpiece. Other features include a 12” radius rosewood fingerboard with 22 medium jumbo frets and “Hump-Block” inlays; three-position pickup toggle switch; anchored Adjusto-Matic™ bridge, G-arrow knobs and a white pearloid Gretsch-logo pickguard.

The Cherry **G5103** and Black **G5105 CVT III** guitars offer a slim design with a thundering sound. These sonically stellar models sport the original Gretsch “CVT” thin-profile mahogany body design; a bolt-on maple neck that joins the body at the 18th fret, and three Gretsch mini dual-coil pickups that sound hi-fi rich and high-gain friendly. Additional features include three-position pickup toggle switch; 12” radius rosewood fingerboard with 22 medium jumbo frets; G-arrow knobs and anchored Adjusto-Matic™ bridge with stop tailpiece.

The series also welcomes the **Junior Jet™ Bass**. “The Great Gretsch Sound” rings true with this solid body bass equipped with classic Gretsch appointments capable of filling a room with massive subsonic tones. Features include a 30.3” scale neck; Gretsch mini dual-coil pickup; 12”-radius rosewood fingerboard with 20 medium jumbo frets; four-saddle bridge and a black Gretsch-logo pickguard. This model is available in Black and Tobacco Sunburst finishes.

Also new to the collection are the Two-Tone Sunburst **G5434**, Black **G5435** and Gold **G5438 Pro Jet™** models. These chambered, single cutaway classics, also available in left-handed models (**G5435LH** and **G5434LH**), have an arched maple top; a 12" radius rosewood fingerboard with 22 medium jumbo frets and "Hump Block" inlays; three-position pickup toggle switch; anchored Adjusto-Matic™ bridge and stop tailpiece; G-arrow knobs and white pearloid Gretsch-logo pickguard.

The new Electromatic series guitars are available at authorized Gretsch dealers. For more information, and to locate a dealer near you, visit www.gretschguitars.com.

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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

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