

GRETSCH® INTRODUCES PLAYERS EDITION CENTER BLOCK MODELS

POWER AND FIDELITY

SCOTTSDALE, Ariz. (January 19, 2017) - Gretsch introduces its Players Edition Broadkaster® Center Block models, as well as an additional pair of new Center Block guitars based on its iconic Nashville® and Falcon™ designs.

Gretsch's time-honored "Broadkaster" name now adorns the flagship guitars of its center block lineup, crafted for full-spectrum sound at high volume with powerful new U.S.-made Full'Tron™ pickups and a chambered spruce center block that enhances body resonance for more organic tone and comfortably lighter weight.

The new Players Edition Broadkaster models are available in double-cut or single-cut (Broadkaster Jr.) center block guitars, and include Bigsby® or V-Stoptail tailpieces, as well as Flame Maple and Gold Hardware options.

G6609 Players Edition Broadkaster® Center Block Double-Cut with V-Stoptail

The G6609 Players Edition Broadkaster® Center Block Double-Cut with V-Stoptail comes in handsome Black and Dark Cherry Stain finishes. A pair of new U.S.-made Full'Tron™ pickups delivers full-spectrum sonic range with a growl unlike any other pickup, in addition to classic Gretsch chime, balance and brilliance with a dash of extra-mid concentration for powering through overdriven and distorted passages at full volume. The studded Adjusto-Matic™ bridge and Gretsch "V" stoptail deliver even greater sustain and tonal focus.

Premium features include a lightweight chambered spruce center block, lower neck set for greater playing comfort, treble bleed circuit, "no-load" tone control, "Squeezebox" PIO capacitors and locking tuners.

G6609TFM Players Edition Broadcaster® Center Block Double-Cut with String-Thru Bigsby® and Flame Maple

The G6609TFM Players Edition Broadcaster® Center Block with String-Thru Bigsby® and Flame Maple features a stunning tiger flame maple body with a matching headstock in handsome Dark Cherry Stain and Bourbon Stain finishes. A pair of new U.S.-made Full'Tron™ pickups delivers full-spectrum sonic range with a growl unlike any other pickup, in addition to classic Gretsch chime, balance and brilliance with a dash of extra-mid concentration for powering through overdriven and distorted passages at full volume.

Premium features include a tiger flame maple top and body with lightweight chambered spruce center block, lower neck set for greater playing comfort, treble bleed circuit, “no-load” tone control, “Squeezebox” PIO capacitors, studded Adjusto-Matic™ bridge for pinpoint intonation, Bigsby® B7CP String-Thru vibrato tailpiece and locking tuners.

G6609TG Players Edition Broadcaster® Center Block Double-Cut with String-Thru Bigsby® and Gold Hardware

The G6609TG Players Edition Broadcaster® Center Block Double Cut with String-Thru Bigsby® and Gold Hardware features a double-cutaway body in handsome Cadillac Green and Vintage White finishes, both with gleaming gold hardware.

A pair of new U.S.-made Full'Tron™ pickups delivers full-spectrum sonic range with distinctive snarl, in addition to classic Gretsch chime, balance and brilliance with slightly more pronounced mid concentration that brings even more tonal muscle to full-volume playing with overdrive and distortion.

Premium features include a lightweight chambered spruce center block, lower neck set for greater playing comfort, treble bleed circuit, “no-load” tone control, “Squeezebox” PIO capacitors, studded Adjusto-Matic™ bridge for pinpoint intonation, Bigsby® B7CP String-Thru vibrato tailpiece and locking tuners.

G6659TFM Players Edition Broadcaster® Jr. Center Block Single-Cut with String-Thru Bigsby® and Flame Maple

For big sound in a small package, the G6659TFM Players Edition Broadcaster® Jr. Center Block Single-Cut with String-Thru Bigsby® and Flame Maple features a slightly smaller single-cutaway body for greater comfort, tonal focus and feedback resistance, all in stunning tiger flame maple with a matching headstock.

A pair of new U.S.-made Full'Tron™ pickups delivers full-spectrum sonic range with a growl unlike any other pickup, in addition to classic Gretsch chime, balance and brilliance with a dash of extra-mid concentration for powering through overdriven and distorted passages at full volume.

Premium features include a 14" tiger flame maple body with lightweight chambered spruce center block, lower neck set for greater playing comfort, studded Adjusto-Matic™ bridge for pinpoint intonation, treble bleed circuit, "no-load" tone control, "Squeezebox" PIO capacitors, Bigsby® B7CP String-Thru vibrato tailpiece and locking tuners.

G6659TG Players Edition Broadcaster® Jr. Center Block Single-Cut with String-Thru Bigsby® and Gold Hardware

For big sound in a small package, the G6659TG Players Edition Broadcaster® Jr. Center Block with Bigsby® and Gold Hardware features a slightly smaller single-cutaway body for greater comfort, tonal focus and feedback resistance, all with a matching headstock and gleaming gold hardware.

A pair of new U.S.-made Full'Tron™ pickups delivers full-spectrum sonic range with a growl unlike any other pickup, in addition to classic Gretsch chime, balance and brilliance with a dash of extra-mid concentration for powering through overdriven and distorted passages at full volume.

Premium features include a 14" maple body with lightweight chambered spruce center block, gold hardware, lower neck set for greater playing comfort, studded Adjusto-Matic™ bridge for pinpoint intonation, treble bleed circuit, "no-load" tone control, "Squeezebox" PIO capacitors, Bigsby® B7GP String-Thru vibrato tailpiece and locking tuners.

G6620TFM Players Edition Nashville® Center Block Double-Cut with String-Thru Bigsby® and Flame Maple

For full-throttle Nashville class, the double-cutaway G6620TFM Players Edition Nashville® Center Block with Bigsby® and Flame Maple nails it with the time-honored Gretsch model's classic style. That would include a beautiful tiger flame maple top, body and headstock finished in orange stain, with a chambered spruce center block that enhances body resonance for more organic tone and comfortably lighter weight.

Built to perform, its elegant features also include gold hardware, an ebony fingerboard and the classic Gretsch horseshoe headstock inlay. For sonic muscle and finesse, two High-Sensitive Filter'Tron™ pickups deliver authentic Gretsch power and articulation.

Other premium features include a lower neck set for greater playing comfort, studded Adjusto-Matic™ bridge for pinpoint intonation, treble bleed circuit, "no-load" tone control, "Squeezebox" PIO capacitors, Bigsby® B7GP String-Thru vibrato tailpiece and locking tuners.

G6636T Players Edition Falcon™ Center Block Double-Cut with String-Thru Bigsby®

The G6636T Players Edition Falcon™ Center Block Double-Cut with String-Thru Bigsby® is an innovative new version of the venerable Falcon, with a slightly smaller 16" double-cutaway body and a chambered spruce center block that enhances body resonance for more organic tone and comfortably lighter weight. Built to perform, it rocks dual High-Sensitive Filter'Tron™ pickups for authentic Gretsch power and articulation, and a host of other classic Falcon design elements.

Other premium features include a gold pickguard, sparkle binding, vertical Gretsch headstock logo, lower neck set for greater playing comfort, studded Adjusto-Matic™ bridge for pinpoint intonation, treble bleed circuit, "no-load" tone control, "Squeezebox" PIO capacitors, Bigsby® B7GP String-Thru vibrato tailpiece and Grover® Imperial™ locking tuners.

For more information, go to www.gretschguitars.com.

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About Gretsch: With roots in the past while maintaining an eye to the future—from the cavernous clubs of Liverpool to the main stage headliner at Coachella, Gretsch has been

the voice of inspiration, personal expression and musical invention. It's no accident that the sound of a Gretsch has been heard loud and proud on some of the most pivotal recordings ever created. The instrument of choice for musical revolutionaries due to their rich, full sound, smooth playability and boldly classic visual style, Gretsch and rock 'n' roll have been—and always will be—inseparable partners.

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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