

GRETSCH® CELEBRATES 135TH ANNIVERSARY WITH TWO NEW LIMITED EDITION MODELS

Celebrating 135 years of Unmistakable Sound.

SCOTTSDALE, Ariz. (January 24, 2018) – For well over a century the Gretsch sound has been recognized as big and powerful, loud and clear.

In the early 1950s, Chet Atkins' flawless finesse and Duane Eddy's infamous twang jolted the airwaves with a sound that would forever mark That Great Gretsch Sound™ as one to be reckoned with.

When George Harrison led the British Invasion to American shores a legacy of sound soared, fueling decades of icons in Billy Duffy, Tim Armstrong and, of course, the thundering rhythms of the late Malcolm Young.

Owner Fred Gretsch particularly emphasized the pivotal golden years of the 1950s and the dawn of rock and roll.

"In the 50s when rock 'n' roll started, Gretsch was there defining a new sound and a new look for a new kind of music," said Fred Gretsch. "Sixty years later, Gretsch is still the guitar of choice for players demanding cool looks and a wide range of sounds."

To commemorate 135 years of remarkable sound, Gretsch proudly presents a pair of new models with the **Limited Edition G6118T-135 Anniversary™** guitar and the **G5420TG Electromatic® 135th Anniversary LTD Hollow Body Single-Cut with Bigsby® and Gold Hardware.**

The **Limited Edition G6118T-135 Anniversary™** model begins with a 16-inch, 3-ply maple hollow body with '59 treble bracing that is powered by the acclaimed High Sensitive

Filter'Tron™ pickups. Together, this combination provides the big-body power, crisp snap and exceptional fidelity that has made Gretsch famous for over 100 years.

This guitar features an opulent 2-Tone Casino Gold on Dark Cherry Metallic finish and is adorned with matching pickguard and pickup bezels to create a look and style as big and unmistakable as its sound.

The G6118T-135 has plenty of "go" with its "show," and is equipped with a String-Thru Bigsby® B6CP tailpiece, locking tuning keys, master volume with treble bleed circuit, master tone and individual pickup volume controls. Additional premium features include a three-piece maple neck, 12"-radius ebony fingerboard with 22 medium jumbo frets, pearloid Neo-Classic™ "thumbnail" inlays, matching mother of pearl Gretsch logo on the headstock with an Anniversary model plaque, chrome "G-Arrow" control knobs and hardware, rocking bar bridge on pinned ebony base and Gotoh® locking tuners. Also includes a deluxe hardshell case.

Like Gretsch's prized G6118 Anniversary™ models, the **G5420TG Electromatic® 135th Anniversary LTD Hollow Body Single-Cut with Bigsby® and Gold Hardware**

features a 16-inch maple hollow body for the full, "big body" resonance that made Gretsch famous. Coupled with Black Top Filter'Tron™ pickups, this guitar captures that powerfully pristine Gretsch hollow body tone.

Tone and style collide with a 2-Tone Dark Cherry Metallic over Casino Gold finish with matching pickguard, pickup bezels and lustrous gold hardware. Additional features include a maple neck, 12"-radius compressed ebony fingerboard with 22 medium jumbo frets, aged pearloid Neo-Classic™ "thumbnail" inlays, matching mother of pearl Gretsch headstock logo, gold G-Arrow control knobs and hardware, gold pickguard and a gold Adjusto-Matic™ bridge with pinned compressed ebony base topped off with a gleaming Bigsby® B60 tailpiece. The G5420TG-135 Limited Edition will be produced in 2018 only.

For more information, visit www.gretschguitars.com. For additional images, please visit the FMIC Newsroom at <http://spotlight.fender.com/newsroom/archive>.

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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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