

GRETSCH® RELEASES NEW MODELS FOR 2015 NAMM SHOW

SCOTTSDALE, Ariz. (January 22, 2015) – Gretsch is proud to release several fresh takes on its classic designs as well as brand new creations for the 2015 NAMM Show.

The gorgeous **G6120-1959LTV CHET ATKINS HOLLOW BODY** is now available in a special limited edition model with beautiful quilt maple top. All the other special touches are still there, too, including trestle bracing beneath the bound arched top, dual TV Jones Classic Filter'Tron™ pickups with three-way toggle switching, 12"-radius ebony fingerboard with zero fret and mother-of-pearl Neo Classic™ "thumbnail" inlays, and a nitrocellulose lacquer finish in rich Vintage Orange. Other premium features include a two-piece maple neck with walnut stripe and vintage "V" profile, 22 vintage-style frets and bone nut, bound f holes, gold plexi pickguard with silhouette Gretsch logo and Chet Atkins signpost graphic, three-way master tone switch, "GArrow" master volume control and volume controls for each pickup, rosewood-based "rocking" bar bridge, Bigsby® B6C vibrato tailpiece, Grover Sta-Tite tuners, nickel hardware and deluxe hard-shell case.

The **G6122-12 Chet ATKINS COUNTRY GENTLEMAN® 12-STRING** still doubles the sound of the classic model with the chiming, jangling sound of the '60s, and is now available once again in an elegant Amber Stain finish.

The model's other classic features remain, including the bound double-cutaway hollow body with arched top, parallel tone bar bracing and simulated f holes; maple neck with bound ebony fingerboard, zero fret and mother-of-pearl Neo Classic thumbnail inlays; dual High Sensitive Filter'Tron pickups; three position pickup switch, three-position master tone switch and standby switch; gold plexi pickguard; bound headstock with gold headstock nameplate and gold-plated Grover Rotomatic tuners; and gold-plated hardware, 12-string Adjusto-Matic™ bridge and "G"-cutout tailpiece. Includes deluxe hard-shell case.

The flagship Chet Atkins Hollow Body has never before been offered in alluring Cadillac Green. Until now. The limited edition **G6120 Chet ATKINS HOLLOW BODY LTD CADILLAC GREEN** is an elegantly verdant version of the quintessential modern 6120, with gold appointments that complete its refined look and style.

All the classic 6120 Chet Atkins Hollow Body features are here too, including the 16"-wide, 2 ½"-deep single-cutaway hollow body; rock maple neck and ebony fingerboard with Neo-Classic thumbnail inlays; dual High Sensitive Filter'Tron pickups; Adjusto-Matic bridge and Bigsby B6G vibrato tailpiece; Grover Rotomatic tuners and more. Includes deluxe hard-shell case.

The classic 1950s **Gretsch NEW YORKER™** archtop guitar returns. From casual playing to pro performance, this grand auditorium size archtop will be your new favorite for its excellent tone, effortless playing action and handsome good looks.

Features include an arched solid spruce top, laminated maple sides and arched back, custom wound vintage-style single-coil pickup with rubberized magnet, vintage-style "V"-shaped mahogany neck profile, rosewood fingerboard, 25" scale, compensated rosewood bridge with trapeze tailpiece, nickel hardware, and a stylish antique semi-gloss sunburst finish.

Gretsch presents a darkly alluring take on its classic acoustic model with the **G5013CE RANCHER™ Jr. BLACK**. With its all-black look, elegant appointments and onboard electronics, it's a cool and classic performer with a distinctive Gretsch personality all its own.

The G5013CE has a single-cutaway, 4.5"- deep Rancher Jr. body featuring a spruce top with scalloped "X" bracing, arched mahogany back and mahogany sides for excellent tonal character, projection and balance.

The bound mahogany neck is topped by a 21-fret rosewood fingerboard with pearloid Neo-Classic "Thumbnail" position inlays. Other features include the classic Rancher triangular soundhole, a "red shell" pickguard with the Gretsch logo, multiply body binding, rosewood bridge with compensated synthetic bone saddle, deluxe tuners and a Fishman Isys+

pickup/preamp system with under-saddle pickup, onboard tuner, master volume, treble and bass controls, and phase control.

For more information, go to 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

GLOBAL MEDIA INQUIRIES

Fender Musical Instruments Corporation
press@fender.com

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