

GRETSCH® INTRODUCES NEW ROOTS COLLECTION ACOUSTIC MODELS

NEW BANJO, MANDOLIN, RESONATOR GUITAR, UKULELE AND RANCHER™ GUITAR MODELS OFFER GREAT GRETSCH SOUND WHILE AUTHENTICALLY CELEBRATING GREAT GRETSCH HISTORY

SCOTTSDALE, Ariz. (Feb. 7, 2012) – Gretsch is proud to take players on a musical journey through nearly a century of great Gretsch history by introducing its **Roots Collection** of acoustic instruments. This exciting new family of banjos, mandolins, resonator guitars, ukuleles and Rancher acoustic guitars feature classically authentic Gretsch designs that transport players to a bygone era well before the company made its acclaimed 1950s entry into the electric guitar world.

The Gretsch Roots Collection's five new banjo models feature solid modern craftsmanship and sparkling good-time sound and feel while authentically evoking the company's innovative banjo models of the early 20th century. From the 5-string, mahogany-neck **Broadkaster® Deluxe** and **Broadkaster Special** resonator models and **Dixie** open-back model to the diminutively striking **Clarophone™ Banjo-Ukulele** and the guitarist-friendly **Dixie 6 Guitar-Banjo**, all provide a splendid Southern surfeit of outstanding sound, performance and value for established artist, seasoned player and eager student alike.

The Roots Collection also heralds the return of the revered **Gretsch New Yorker™ mandolin**. Styled after the brightly ringing 1950s classic, a trio of modern-day models—the **New Yorker Standard**, **New Yorker Deluxe** and **New Yorker Supreme**—offer premium features with authentic vintage touches, full-bodied tone, smooth-playing performance and eye-catching design beauty.

Three remarkable **Gretsch Ampli-Sonic™ resonator guitars** add powerfully distinctive tone to the Roots Collection. The mahogany-body **Boxcar™ Standard** and **Bobtail™ Deluxe** each come in round-neck and square-neck models, and the round-neck **Honey Dipper™** has a

nickel-plated brass body. The heart of each richly resounding guitar is the new Gretsch Ampli-Sonic resonator cone, hand-spun in Eastern Europe from nearly 99-percent pure aluminum for fantastic volume and sonic projection.

At the request of Gretsch fans worldwide, the Roots Collection also presents half a dozen new **Gretsch ukulele** models. The uke is experiencing one of its phenomenal resurgences in popularity, once again bringing the lilting sounds of the South Sea islands to delighted ears everywhere. Gretsch's three deluxe ukuleles—the **Concert Deluxe**, **Tenor Deluxe** and **Tenor Cutaway Electric** models—boast premium construction features such as quartersawn solid mahogany top, back and sides; one-piece mahogany necks and handsome semi-gloss finishes. The three standard ukes—the **Soprano Standard**, **Concert Standard** and **Tenor Standard** models—deliver laminated mahogany build and other fine features. All six new Gretsch ukuleles deliver great looks, smooth feel and wonderfully singing tone.

Finally, a great Gretsch name is back with the return of **Rancher acoustic guitars**. The rich-sounding model first appeared in the early 1950s with a highly distinctive triangular sound hole and sweepingly elegant pickguard, and Gretsch is now very proud to re-introduce the model. With a great new five-instrument selection of body sizes, styles and features that combine the best of the guitar's acclaimed past with the best in modern sound, strength, style and playability, Gretsch now offers the finest of all Ranchers. The new models are the **Rancher Folk**, **Rancher Orchestra**, **Rancher Jr.**, **Rancher Jumbo Cutaway Electric** and **Rancher Dreadnought**.

Visit www.gretschguitars.com for further information on Gretsch and the new Roots Collection instruments.

#

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/271466-gretsch-introduces-new-roots-collection-acoustic-models/>