

CHARVEL® ADDS PRO-MOD MODELS INCLUDING THE ALL-NEW DK24 PLUS NEW OPTIONS FOR SO-CAL AND SAN DIMAS® GUITARS

SCOTTSDALE, Ariz. (January 23, 2018) – Charvel® announces the release of new Pro-Mod Series models including the brand-new DK24, additional wood and color options for San Dimas® Style 1 and 2 guitars, as well as new finishes for the So-Cal Style 1.

A powerful tone machine built for the harder side of rock, the Charvel Pro-Mod DK24 is available in seven all-new variations including an okoume body paired with an aged ebony fingerboard, an ash body featuring a maple fingerboard and hardtail, and alder bodies with quilt maple top options, maple fingerboards and either Floyd Rose® or hardtail options.

Supercharged with premium features, each DK24 offers a sleekly sculpted Dinky™ body and a bolt-on two-piece maple neck with graphite reinforcement for rock-solid stability, as well as a hand-rubbed urethane gel back finish for sublime and speedy playability. The 12"-16" compound radius fingerboard hosts 24 jumbo frets and offset dot inlays, and a heel-mounted spoke wheel for quick and easy truss rod tweaks.

Under the hood, the DK24 is ready to handle even the heaviest riffs, tastiest leads or angelic clean tones with a Seymour Duncan® Full Shred SH-10B bridge pickup and a Seymour Duncan Jazz SH-2N neck pickup. Dial in the tonal spectrum with five-way blade switching, master volume and a No-Load tone control that operates like a standard tone control from positions one through nine, removing itself from the circuit at position ten for transparent sound, letting the full natural voice of the guitar shine through.

Designed with time-honored style, the new **Pro-Mod DK24 HH FR M** includes an alder body, maple fingerboard, recessed Floyd Rose® 1000 series double-locking tremolo bridge system, and comes in either Snow White or Satin Black capped off with white pickup bobbins and gold hardware. Also available is the **Pro-Mod DK24 HH FR M QM**, which adds a quilt maple top in Root Beer Burst with gold hardware or in Transparent Purple Burst with black hardware.

The **Pro-Mod DK24 HH HT M QM** features a Charvel HT6 string-through body hardtail bridge and a quilt maple top in a beautiful Purple Phaze finish with black hardware.

The **Pro-Mod DK24 HH HT M Ash** features an ash body with a Charcoal Gray finish, Charvel HT6 string-through body hardtail bridge and black hardware.

The **Pro-Mod DK24 HH FR E Okoume** features an okoume body with a Natural satin body finish, an aged ebony fingerboard, Floyd Rose® 1000 series double-locking tremolo bridge system and black hardware.

Hot-rodded for breakneck performance, the Pro-Mod San Dimas® Style 1 and 2 guitars are tricked-out to meet the needs and exceed the expectations of today's modern guitarist.

2018 brings a number of all-new options and finishes for the San Dimas Style 1 models including the **Pro-Mod San Dimas® Style 1 HH FR E Ash**, **Pro-Mod San Dimas® Style 1 HH HT E Ash**, **Pro-Mod San Dimas® Style 1 HH FR M**, **Pro-Mod San Dimas® Style 1 HH HT M** and **Pro-Mod San Dimas® Style 1 HH FR M QM**.

These high-octane instruments offer a 25.5" scale length, bolt-on two-piece maple neck with graphite reinforcement, 12"-16" compound radius fingerboard with 22 jumbo frets and dot inlays, heel-mounted truss rod adjustment wheel, Seymour Duncan® JB TB-4 bridge pickup, Seymour Duncan® '59 SH-1N neck pickup, volume (push/pull coil split), No-Load tone control and three-way blade switch, Charvel-branded sealed die-cast tuners, Charvel neck plate and standard strap buttons.

The **Pro-Mod San Dimas® Style 1 HH FR E Ash** features an ash body with an aged ebony fingerboard and a Floyd Rose® 1000 series double-locking recessed tremolo bridge system. This model is available in two finishes - Charcoal Gray with black hardware or Natural Ash with chrome hardware.

The hardtail **Pro-Mod San Dimas® Style 1 HH HT E Ash** also features an ash body with aged ebony fingerboard and is available in Natural Ash with gold hardware .

The **Pro-Mod San Dimas® Style 1 HH FR M** includes an alder body, maple fingerboard, Floyd Rose® 1000 series double-locking recessed tremolo bridge system, and is available in two new beautiful finishes – Matte Blue Frost with white pickup bobbins and chrome hardware or Satin Black with black pickup bobbins and gold hardware.

The **Pro-Mod San Dimas® Style 1 HH FR M QM** adds a quilt maple top in new Chlorine Burst or Purple Phaze finishes with black pickup bobbins and chrome hardware.

Also featuring an alder body and maple fingerboard is the hardtail **Pro-Mod San Dimas® Style 1 HH HT M** in a Snow White finish with gold hardware and white pickup bobbins.

New **Pro-Mod San Dimas® Style 2** models include the **San Dimas Style 2 HH FR M Okoume** and **Pro-Mod San Dimas® Style 2 HH HT M Okoume**. Hot-rodded for unparalleled performance and versatile sound, these axes feature single-cut bodies made from okoume wood coupled with a bolt-on two-piece maple neck with graphite reinforcement rods for rock-solid stability. Both models offer a 12"-16" compound radius maple fingerboard with 22 jumbo frets and black dot inlays, a heel-mounted spoke wheel for quick and easy truss rod tweaks, a high-output Seymour Duncan® JB humbucking bridge pickup and a warm, fat Seymour Duncan '59 humbucking neck pickup, three-way blade, volume control that hides a push/pull coil split and No-Load tone control.

These new Style 2 offerings are available in a Natural finish with black pickup bobbins and black hardware and feature either a Floyd Rose® FRT 1000 series double-locking recessed tremolo bridge system or Charvel HT6 string-through body hardtail bridge with locking tuners.

Designed to inspire and with more than three decades of experience, the Charvel Pro-Mod So-Cal Style 1 is a slick performer with premium features and versatile sound. For 2018, Charvel has added new finish and fingerboard options to these top-sellers.

The **So-Cal Style 1 HH FR E** is now available in Rocket Red with a 12"-16" aged ebony fingerboard. This axe also offers an alder body, bolt-on maple neck with graphite reinforcement, 22 jumbo frets, white dot inlays, heel-mounted truss rod adjustment wheel, Seymour Duncan® TB-6 Distortion bridge and Seymour Duncan SH-6N Distortion neck pickups, volume (push/pull coil split) control, No-Load tone control, three way blade switch, Floyd Rose® 1000 series double-locking recessed tremolo bridge system, Charvel-branded

sealed die-cast tuners, Charvel neck plate, standard strap buttons, black pickguard, black pickup bobbins and black hardware.

The **Pro-Mod So-Cal Style 1 HH FR M** offers these same excellent features but has a maple fingerboard with black dot inlays and is available in two striking finishes – Satin Silver with chrome hardware or Matte Blue Frost with black hardware.

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

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About Charvel: Charvel guitars are the very embodiment of high-performance tone machines, and discerning players who prize superior sound and feel have turned to the company's finely crafted guitars as their weapons of choice for more than 30 years. From metal masters including Warren DeMartini and Jake E Lee to instrumental fusion legends such as Allan Holdsworth and Shawn Lane to modern day virtuosos like Guthrie Govan, musician's musicians worldwide have long relied on Charvel for exceptional guitar design. For more information, visit charvel.com

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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