

GRETSCH® ANNOUNCES THE UPGRADED ELECTROMATIC® COLLECTION

SOUND OF HONOR

SCOTTSDALE, Ariz. (June 7, 2016) – Gretsch has refreshed its Electromatic® Collection Hollow Body models with new features and finishes for summer 2016.

The Electromatic Collection represents a series of no nonsense guitars that define pure and powerful Gretsch instruments. Bold, dynamic and articulate, and crafted with essential Gretsch sound, style and playability, the new Electromatic Hollow Body models deliver the fearless and electrifying authenticity that has set Gretsch apart for decades.

The new Electromatic guitars are available in single and double-cut hollow body guitars, and include left-handed and 12-string options. All are outfitted with dual Black Top Filter'Tron™ humbucking pickups—offering a true and unique voice that explodes with huge punch and a clear, strong presence. Other premium features include a master volume treble-bleed circuit, Graph Tech® NuBone™ nut, 4-ply body binding and a smaller, late-'50s bound headstock.

G5420T Electromatic Hollow Body Single-Cut with Bigsby®

This single-cut workhorse was designed for the everyday musician in mind. As with all 2016 Electromatic hollow body guitars, the **G5240T** boasts a 5-ply maple body with aged binding, oversized bound F holes, rosewood-based Adjusto-Matic™ bridge, and Bigsby® B60 tailpiece.

Additionally, a fast-playing 12"-radius rosewood fingerboard with elegant pearloid Neo-Classic™ inlays and 22 medium jumbo frets sits atop the maple neck with a thin "U"-shaped profile.

Available in three striking colors—Orange Stain, Aspen Green and Fairlane Blue.

Gretsch is also offering a left-handed version of this model in the **G5420LH**, which is available in Orange Stain and Black.

G5422T Electromatic Hollow Body Double-Cut with Bigsby

The double-cut Electromatic guitar features a thinner, fully hollow build that combines with the true Black Top Filter'Tron™ voice to capture the resonant sound with a more present and chiming ring. This beauty is packed with the same premium features as its single-cut counterpart, including G-arrow control knobs, a Graph Tech NuBone™ nut, vintage-style open back tuning machines and Bigsby B60 tailpiece.

The **G5422T** exhibits the same standout neck features as the single-cut with a 12"-radius rosewood fingerboard, pearloid Neo-Classic™ inlays, 22 medium jumbo frets and a maple neck with a thin "U"-shaped profile.

Available in Orange Stain and Black.

G5422TG Electromatic Hollow Body Double-Cut with Bigsby, Gold Hardware

For the player that demands a bolder presence, the highly-stylized **G5422TG** is an upgraded version of the **G5422T**, adorned in opulent gold hardware. The Filter'Tron™ pickups, Bigsby B60 tailpiece, Adjusto-Matic™ bridge and G-arrow control knobs are all dressed in gold, adding a special touch of beauty to this instrument.

The classic "Hump-Block" inlays complement the 12"-radius rosewood fingerboard, which is another unique upgrade that sets the **G5422TG** apart from the pack. It's also equipped with a "U"-shaped maple neck and 22 medium jumbo frets.

Available in Walnut Stain and Snowcrest White.

G5422G-12 Electromatic Hollow Body Double-Cut 12-String with Gold Hardware

Like a '60s invasion, the **G5422G-12** offers up that classically lush Gretsch sound with a dynamic 12-string chime and jangle. This model is packed with premium features such as a

gold “G-cutout” tailpiece, a Graph Tech NuBone™ nut, Filter’Tron™ pickups and rosewood-based gold Adjusto-Matic™ bridge.

The **G5422G-12** also includes upgraded “Hump-Block” inlays, a 12”-radius rosewood fingerboard, 22 medium jumbo frets and a maple neck with a thin “U”-shaped profile.

Available in Walnut Stain and Black with all-gold hardware.

For more information, visit <http://gretschguitars.com/electromatic>

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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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