

GUILD® ANNOUNCES NEW ARCOS & GAD SERIES INSTRUMENTS FOR 2013 NAMM SHOW

SCOTTSDALE, Ariz. (January 24, 2013) – **GUILD** is proud to announce several new models in the popular **ARCOS** and **GAD** series to be featured at the 2013 NAMM Show.

The **AD-5CE** dreadnought features Guild's signature arched-back body design and is designed for pure performance. The solid Sitka spruce top, laminated rosewood sides and arched back give it a full, balanced sound with excellent volume and projection. The slim satin-finish mahogany neck and larger medium jumbo frets give it a smooth, comfortable feel and effortless playability, while the cutaway body design invites you to venture into the upper regions of the rosewood fingerboard.

The Fishman® Presys Plus pickup system rounds out the performance package with a host of performer-friendly features including an onboard electronic tuner and anti-feedback control. Other premium features include a bone nut and saddle, koa rosette, pearl inlays, hand-rubbed satin finish, dual-action truss rod and bolt-on neck construction. Guild lightweight polyfoam case included.

The **AO-5CE** is a performance-driven orchestra-style model that features Guild's signature arched-back body design. The solid Sitka spruce top, laminated rosewood sides and arched back give this small-body guitar a full, balanced sound with excellent volume and projection. The slim satin-finish mahogany neck and larger medium jumbo frets give it a smooth, comfortable feel and effortless playability.

Fingerstyle players will appreciate the extra string spacing that the 1-3/4" nut width provides, while the cutaway body design offers easy access to the upper reaches of the fingerboard.

The onboard Fishman® Presys Plus pickup system offers a host of performer-friendly features, including an onboard electronic tuner and anti-feedback control. Other premium features include a bone nut and saddle, koa rosette, pearl inlays, hand-rubbed stain finish, dual-action truss rod and bolt-on neck construction. Guild lightweight polyfoam case included.

All of the popular **D-125** and **M-120** guitars are now available in a satin Cherry Red finish, and feature new variants, the cutaway electric **D-125CE** and non-cutaway electric **M-120E** guitars, which both feature Fishman® Sonitone under-saddle pickup with end-pin mounted active preamps and volume and tone controls.

For more information, visit www.guildguitars.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

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