

GRETSCH® INTRODUCES 2014 RANCHER™ ACOUSTIC MODELS

SCOTTSDALE, Ariz. (Jan. 23, 2014) – Gretsch Rancher acoustics are back and better than ever for 2014 with five new-and-improved models suitable for acoustic players of all tastes.

The **G5022CWFE Rancher Falcon Jumbo** gives players full-on Gretsch Falcon style, sparkling gilded appointments and onboard electronics for peerless amplified tone. Its jumbo cutaway body is finished in gloss white with dazzling gold-sparkle binding on the top, back, sound hole, fingerboard and headstock. Other premium features include a solid spruce top with scalloped “X” bracing and classic Rancher triangular sound hole, maple sides and arched back, mahogany neck, 21-fret rosewood fingerboard with Neo-Classic™ “thumbnail” inlays, “V”-shaped headstock with vertical winged “Gretsch” sparkle logo, compensated bridge with rosewood base, deluxe tuners, gold-plated hardware, and Fishman® electronics. Also available with 12 strings as the **G5022CWFE-12 Rancher Falcon Jumbo** model.

The **G5031FT Rancher** dreadnought guitar is one of the more distinctive Rancher models, with a beautiful Sunburst gloss finish and a sweet iso-chamber mounted Fideli’Tron™ pickup for great amplified tone and performance. Other features include a bound solid spruce top with scalloped “X” bracing and the classic Rancher triangular sound hole (with binding), mahogany sides and bound arched back, mahogany neck, 16-fret rosewood fingerboard with Neo-Classic™ “thumbnail” inlays, volume control, compensated bridge saddle with rosewood base, deluxe tuners, and gold-plated hardware.

Gretsch’s **G5024E Rancher** dreadnought is an eminently affordable model with a beautiful Sunburst gloss finish, fine construction and appointments, and onboard electronics for peerless amplified tone. Premium features include a bound solid spruce top with scalloped “X” bracing and the classic Rancher triangular sound hole (with binding), mahogany sides and bound arched back, mahogany neck, 21-fret rosewood fingerboard with Neo-Classic™

“thumbnail” inlays, compensated bridge with rosewood base, deluxe tuners, gold-plated hardware, and Fishman® electronics.

The **G5034TFT Rancher** is perhaps one of the most distinctive Rancher models ever created, with a beautiful Savannah Sunset gloss finish, a sweet iso-chamber mounted FideLi'Tron™ pickup for great amplified tone and performance, and even a Bigsby® B70G tailpiece with a “wire” trem arm. Other premium features include an arched maple top and back with binding, maple sides, classic Rancher triangular sound hole with binding, mahogany neck, 16-fret rosewood fingerboard with Neo-Classic™ “thumbnail” inlays, volume control, “rocking bar” bridge with rosewood base, deluxe tuners, and gold-plated hardware.

For more information, visit 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

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