

GRETSCH® INTRODUCES NEW RANCHER™ ACOUSTIC MODELS

SCOTTSDALE, Ariz. (Jan. 19, 2012) – A great Gretsch name is back with the return of **RANCHER** acoustic guitars. The richly resonant Rancher first appeared in the early 1950s with its 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 gives you the best of all Ranchers.

The **G3500 RANCHER FOLK** delivers full, well-articulated acoustic tone worthy of its larger Rancher brothers. Premium features include a vibrant laminated spruce top with scalloped X bracing and the traditional Gretsch Rancher triangular sound hole, laminated mahogany back and sides, mahogany neck with 20-fret rosewood fingerboard, 1940s-style pickguard with Gretsch logo, compensated bridge with rosewood base, nickel-plated hardware, deluxe die-cast tuners and an elegant gloss Natural finish. The **G3800 RANCHER ORCHESTRA** packs those same features into a classic medium-size 21-fret model with a rounded orchestra-style body that fills the hall with full Rancher sound, feel and vibe.

The **G5013CE RANCHER JR.** is a diminutive but powerful model with an elegant Venetian cutaway for easy access to the fingerboard's upper reaches and onboard electronics that let it be heard loud and clear. It too has the same features listed above, with the additions of Neo-Classic™ thumbnail inlays on the 21-fret fingerboard and onboard Fishman® electronics that include a Sonicores under-saddle pickup, Isys+ preamp system with onboard tuner, battery life indicator and controls for volume, treble, bass and phase.

The biggest new Rancher is the **G5022CE RANCHER JUMBO CUTAWAY ELECTRIC**, which produces great volume and broadly expansive tone complemented by its elegant Venetian cutaway for easy access to the fingerboard's upper reaches and onboard electronics. Premium features include a solid spruce top with scalloped X bracing and the traditional

Gretsch Rancher triangular sound hole, flame maple back and sides, mahogany neck, 21-fret rosewood fingerboard with Neo-Classic™ thumbnail inlays, 1940s-style pickguard with Gretsch logo, compensated bridge with rosewood base, gold-plated hardware, deluxe die-cast tuners and a gloss Savannah Sunset finish. Onboard Fishman® electronics include a Sonicore under-saddle pickup and Isys+ preamp system with onboard tuner, battery life indicator and controls for volume, treble, bass and phase.

The **G5034 RANCHER DREADNOUGHT** delivers full-size, full-on Rancher sound, feel and vibe with classic Gretsch styling. Premium features include a solid spruce top with scalloped X bracing and the traditional Gretsch Rancher triangular sound hole, laminated mahogany back and sides, mahogany neck, 21-fret rosewood fingerboard with Neo-Classic™ thumbnail inlays, 1940s-style pickguard with Gretsch logo, compensated bridge with rosewood base, gold-plated hardware, deluxe die-cast tuners and an elegant gloss Natural finish. For more information, go to www.gretschguitars.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

COPY LINK

<https://fender.pr.co/271390-gretsch-introduces-new-rancher-acoustic-models/>