



CHARVEL JOINS FORCES WITH “GURU OF GROOVE,” PRASHANT ASWANI FOR HIGH PERFORMANCE SIGNATURE MODEL

**HIGHLY CUSTOMIZED PRO-MOD SO-CAL STYLE 1 PA28 FEATURES
ALL NEW CUSTOM VOICED HUMBUCKING PICKUPS AND
WILKINSON TREMOLO OPTIMIZING PRECISE PLAYING AND
ENDLESS SONIC EXPLORATION**

HOLLYWOOD, Calif. (March 15, 2023) — Charvel today announces their first collaboration with guitarist, producer and songwriter Prashant Aswani with the introduction of the **Prashant Aswani Signature Pro-Mod So-Cal Style 1 PA28**. Coined after his initials and birthday, the PA28 is designed to deliver next-level performance, optimized for maximum playability and power. Aswani’s storied career has known no limits and thanks to this new Charvel signature model, players everywhere can be just as boundless.

Aswani first gravitated towards music after attending a number of classical Indian performances with his father and at age 13, he branched out and bought his first rock n’ roll record, AC/DC’s “Back in Black.” The magnitude of Angus Young’s thunderous playing inspired Aswani to get serious about guitar playing and in 1998, Aswani released his first album, *Revelation*. From that point on, he became famously known for his tight funk inflected rhythms and dizzying phrasing. His playing has reached the corners of just about

every genre imaginable, playing alongside everyone from Christina Millian to renowned flutist, Ronu Majumadar. Honoring a player whose legacy includes touring with Justin Timberlake as well as writing and recording four renowned solo albums is a tall order—and Charvel has risen to the occasion.

“Guitar is a tool for me to express the music I have inside of me. Once you plug it in, the tone of my signature model will take people on a journey of their own,” said Prashant Aswani. “All the specs on the PA28 were meticulously implemented because I felt the guitar had to be expressive and easy to play. From the neck profile to the vintage inspired modern pickup set, Charvel nailed the specs and tone I was after. This might be my signature model, but it has the ability to be the signature instrument for whoever creates music with it.”

This stunning Strat®-style guitar is crafted to deliver world class playability and performance. In the case of the PA28, this means an ultra durable and lightweight alder body with scalloped lower back bout and shredder’s cut heel offering effortless access to the higher frets. The graphite reinforced bolt-on maple neck with 12” radius rosewood fingerboard and 42mm Graph Tech TUSQ XL nut is custom crafted for lightning fast riffs and chugging rhythms alike. At the heart of the Charvel PA28 are a set of custom made Charvel humbuckers. These pickups were made with direct input from Aswani himself and feature alnico 3 magnets that offer a uniquely dynamic palette of tones ranging from fiery distorted leads to crystalline cleans. Boasting a mystifying Inca Silver thin skin nitro lacquer finish and parchment pickguard, this instrument truly looks just as good as it sounds.

“Prashant’s playing is unique in that you can’t quite fit his style into any one box,” said **Jon Romanowski, VP, Category Management - Charvel**. “But because of that, he’s like a chameleon shifting from one genre to the next. We wanted to encapsulate that limitless approach to playing with this signature model and thanks to features like the dynamic custom humbuckers and comfortable maple neck, this guitar can do it all.”

Charvel honors the inimitable guitarist with the all-new Prashant Aswani Signature Pro-Mod So-Cal PA28, designed to deliver next-level performance and an incredibly versatile and ideal studio tonal range. Check it out [HERE](#).

Full product descriptions and specifications can be found [HERE](#). High-resolution artist, lifestyle and product images of Prashant and the Prashant Aswani Signature Pro-Mod So-Cal Style 1 guitar can be found [HERE](#); Product photos and images of the can be found [here](#).

For technical specs, additional information on new Charvel products and to find a retail partner near you, visit www.charvel.com. Join the conversation on social media by following @CharvelGuitars on Twitter and @CharvelUSA on Instagram.

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Prashant Aswani Signature Pro-Mod So-Cal Style 1 PA28 (\$1,399.99 USD, £1,399.00 GBP, €1,599.00 EUR, \$2,399.00 AUD, ¥206,800 JPY) Renowned guitarist, producer and songwriter Prashant Aswani has long mesmerized audiences with his distinctive guitar voice, which combines a hard-hitting, aggressive playing style with unique phrasing, unbridled passion and spontaneity. Known as the “guru of groove,” Aswani has honed his technical chops while recording his own acclaimed albums and soundtracks - while also touring with recording with artists such as Greg Howe, Christina Milian, Justin Timberlake and Ronu Majumdar. Charvel honors the inimitable guitarist with the stunning all-new Prashant Aswani Signature Pro-Mod So-Cal PA28. Coined after his initials and shared birthday/wedding anniversary date, the PA28 is designed to deliver next-level performance and is incredibly versatile.

ABOUT CHARVEL®:

For over 40 years, Charvel has crafted high-performance tone machines for musicians worldwide who prize superior sound and exceptional design. Having forged its own distinctive identity, Charvel earned its sterling reputation for producing high-end hot-rodded features, making the traditional-style electric guitars a standout across the metal and fusion worlds. Today, Charvel is an owned brand under Fender Musical Instruments Corporation (FMIC) and together, their devotion to pitch, performance and innovation has met the needs of technically advanced guitarists everywhere. For more information, visit www.charvel.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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