

Guild® Guitars Hosts Second Annual "Let's Meet Guild" Factory Tour Event

SCOTTSDALE, Ariz. (Oct. 11, 2011) – Guild Guitars opened its doors to the public for the second annual "Let's Meet Guild" event, a behind-the-scenes look at the Guild guitar factory in New Hartford, Conn. More than 60 members of the "Let's Talk Guild" online forum attended the exclusive event, which featured an extensive tour, Q&A sessions with Guild staff, and a close-up look at Guild's newly-refined guitar-making processes.

Guild was thrilled to offer users a chance to tour the factory and see everything that goes into making a Guild guitar. Guild Product Manager Dave Gonzalez relates, "When players are able to see first-hand the incredible combination of technology and human hand craftsmanship that goes into building Guild guitars, it's an eye opening experience. They usually come away from it with a whole new perspective and respect for what guitar makers do in an effort to bring them high quality instruments. It reinvigorates their connection to the product and the brand, and proves to be a very positive experience for everyone involved."

Guests got an exclusive behind-the-scenes view of Guild's proprietary tooling, which increases consistency in the build of the instruments while upholding the high attention to detail and hand-craftsmanship that Guild guitars are famous for. Attendees were able to play guitars from several Guild lines, including classics from the USA Traditional Series, such as the D-55 and F-412, and recently released models from the USA Standard Series line.

Additionally, a raffle was held, where an array of Guild merchandise was given away and one lucky forum member walked away with a brand new Guild guitar.

Guild representatives held open discussions to answer questions and get feedback from Guild owners. Gonzalez states, "Interacting directly with our consumer base is invaluable. It allows us to get direct feedback and gain valuable insights into what's important to them as players and Guild owners, which helps inform our approach and decision making as it relates to new product development and the improvement of existing products."

#

About Guild Guitars

Guild® is a historic American guitar brand with a 58-year history of building fine musical instruments. With a reputation built on Old World craftsmanship, innovation, quality and value, Guild has established itself as one of the world's premier acoustic guitar manufacturers. Guild guitars are prized by players worldwide for their full, balanced sound, excellent playability and exceptional build quality. Guild Guitars – a tradition in tone since 1953! For more information, visit www.guildguitars.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/271558-guild-guitars-hosts-second-annual-let-s-meet-guild-factory-tour-event/>