

GRETSCH® INTRODUCES NEW ELECTROMATIC® MODELS

SCOTTSDALE, Ariz. (July 5, 2012) – **GRETSCH** is proud to introduce seven new models to its incredibly successful **Electromatic** series. Now featuring several variations on classic Gretsch guitar models, as well as bass guitars and left-handed models, the Gretsch Electromatic series truly has something for everyone.

The **G5422TDC ELECTROMATIC HOLLOW BODY** and **G5422TDCG ELECTROMATIC HOLLOW BODY** are bound double-cutaway hollow body guitars that feature sound-post bracing and elegant bound f holes. In addition, they feature the dynamic new “Black Top” Filter’Tron™ pickups, based on a select found set of Baldwin-era Filter’Tron pickups, which provide a knockout punch and phenomenal twang. Other features include a maple neck, bound rosewood fingerboard with 22 medium jumbo frets and hump-black pearloid inlays, silver plexi pickguard (gold plexi pickguard on the G5422TDCG), three-position pickup switch, classic “G” arrow control knobs, rosewood-based Adjusto-Matic™ bridge and Bigsby®-licensed B60 vibrato tailpiece (B60G on the G5422TDCG), vintage-style open-back tuners and chrome-plated hardware (gold-plated on the G5422TDCG). The G5422TDC is available in Black, Red and Walnut Stain, and the G5422TDCG is available in Snow Crest White. The **G5420T ELECTROMATIC HOLLOW BODY** is the single-cutaway version of the G5422TDC and is available with chrome-plated hardware and a silver plexi pickguard in Black, Orange, Sunburst and Aspen Green.

Twelve-string players will be glad to hear the new **G5422DC-12 ELECTROMATIC HOLLOW BODY 12-STRING**, which sparkles with the lushly full and distinctively chiming sound that only comes from 12 strings. It also features the new “Black Top” Filter’Tron humbucking pickups, and comes complete with a bound double-cutaway hollow body, with sound-post bracing and elegant bound f holes. Other features include a maple neck, bound rosewood fingerboard with 22 medium jumbo frets and hump-black pearloid inlays, silver plexi pickguard, three-position pickup switch, classic “G” arrow control knobs, rosewood-based

Adjusto-Matic bridge, “G” cutout tailpiece, vintage-style open-back tuners and chrome hardware. Available in Black and Sunburst.

The **G5420LH ELECTROMATIC HOLLOW BODY LEFT-HAND** model is a new Gretsch guitar with a bound single-cutaway hollow body featuring sound-post bracing and elegant bound f holes. Other features include a maple neck, bound rosewood fingerboard with 22 medium jumbo frets and hump-block pearloid inlays, silver plexi pickguard, three-position pickup switch, classic “G” arrow control knobs, rosewood-based Adjusto-Matic bridge and harp tailpiece, vintage-style open-back tuners and chrome-plated hardware. Available in Orange and Aspen Green.

Bassists now have two new options in the Gretsch Electromatic line, the **G5440LSB ELECTROMATIC HOLLOW BODY LONG SCALE BASS** and the **G5442BDC ELECTROMATIC HOLLOW BODY SHORT SCALE BASS**. Both are equipped with two powerful new “Black Top” Filter’Tron bass pickups, bound bodies, sound-post bracing, elegant bound f holes, maple necks, bound rosewood fingerboards with 22 medium jumbo frets and hump-block pearloid inlays, three position pickup switches, classic “G” arrow control knobs, rosewood-based four-saddle Adjusto-Matic bridges and “G”-cutout tailpieces. The G5440LSB has a single-cutaway body and 34” scale length, and is available in Black and Orange; the G5442BDC is a double-cutaway with a comfortable short 30 ¼” scale length, and is available in Black and Red.

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/271231-gretsch-introduces-new-electromatic-models/>