



GRETSCHE® ANNOUNCES NEW BRIAN SETZER SIGNATURE MODELS

SCOTTSDALE, Ariz. (July 18, 2019) – Gretsch® is thrilled to be a part of Brian Setzer's lasting legacy with new additions to the **Professional Collection Hollow Body Brian Setzer** lineup.

Without a doubt, Setzer is one of the most exciting and impressive musicians of our time. He created a remarkable and indelible legacy — from spearheading the rockabilly revival with the Stray Cats to jumpstarting Big Band Swing with the Brian Setzer Orchestra. Throughout his decorated and storied career, he has sold over 13 million records, won three Grammy Awards and received the Orville H. Gibson Lifetime Achievement Award for his work as a guitarist.

Honoring this pivotal rock 'n' roll legend, the **G6120T-BSSMK Brian Setzer Signature Nashville® Hollow Body '59 "Smoke" with Bigsby®** is a recreation of Setzer's main stage guitar since retiring the famed 'Stray Cat.' A painstaking homage to one of Setzer's most treasured guitars, Smoke delivers vintage '59 vibe with powerhouse performance.

Period-correct details abound including the '59 headstock shape and logo, pickguard shape, size, and bracket, volume, tone and switch locations and a beautifully rich "Smoke Orange" semi-gloss lacquer finish.

Beneath its vintage hood however, Smoke is a true workhorse with features accumulated over a prolific span of Setzer's career. Stage-veteran specs include a single-cutaway hollow body with arched laminated maple top, 1959 trestle bracing and oversized F-holes for improved sonic projection. The maple neck has a 9.5"-12" radius ebony fingerboard and a vintage 'V' neck shape for comfortable chording or lightning leads. The rolled fingerboard and body edges couple with the semi-gloss finish to create an unparalleled broken-in feel found only in the prized G6120s from the 1950s.

Dual TV Jones® Ray Butts Ful-Fidelity pickups provide timeless tone with excellent bass response and shimmering Filter'Tron™ sparkle. For complete roadworthy stability, Smoke is equipped with an Adjusto-Matic™ bridge with pinned rosewood base, Bigsby® B6CGH vibrato tailpiece, Delrin® nut and Gotoh® locking tuning machines.

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The **G6120T-BSNSH Brian Setzer Signature Nashville® Hollow Body with Bigsby®** is a truly rocking instrument that boasts as much swagger as the showman who inspired it.

The single-cutaway hollow body in stunning Black Lacquer is equipped with an arched maple top with 1959 trestle bracing and oversized F-holes for improved sonic projection. The maple neck has a 9.5"-12" compound radius ebony fingerboard with rolled edges for comfortable chording or speedy riffing across 22 medium frets and mother of pearl Neo-Classic™ thumbnail inlays. Dual TV Jones® Brian Setzer Signature Filter'Tron™ pickups deliver tight and punchy lows with a slightly hotter output that captures Setzer's iconic lively tone.

Other performance-enhancing features include period-correct control locations with a three-position pickup toggle switch, three-position tone switch, master volume control with treble bleed circuit and individual bridge and neck pickup volume controls, Adjusto-Matic™ bridge with pinned rosewood base, Bigsby® B6C vibrato tailpiece, Delrin® nut and Gotoh® locking tuning machines.

The **G6120T-BSNSH** duly impresses with period-correct gold pickguard shape, size and bracket, white body and neck binding, nickel hardware and rocking, seven-come-eleven dice knobs.

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Dressed to the nines in either a Candy Blue Burst, Candy Magenta, Extreme Coolant Green Sparkle or Lime Gold finish with nickel hardware, the single-cutaway **G6120T-HR Brian Setzer Signature Hot Rod Hollow Body with Bigsby®** has an arched maple top with '59 treble bracing and oversized F-holes for improved sonic snap and projection. The maple neck features a 9.5"-12" compound radius rosewood fingerboard with rolled edges for comfortable chording or speedy riffing across 22 medium frets and pearloid Neo-Classic™ thumbnail inlays.

Dual TV Jones® Brian Setzer Signature Filter'Tron™ humbucking pickups replicate Brian's tight and punchy lows with a slightly hotter output that captures his unmistakably lively tone.

His bare-bones Hot Rod controls include only a three-position pickup toggle switch and master volume control with treble bleed circuit. The pinned Adjusto-Matic™ bridge with rosewood base, Bigsby® B6C vibrato tailpiece, Delrin® nut and Gotoh® locking tuners ensure bullet-proof performance night after night.

For more information about the new Brian Setzer models, please visit gretschguitars.com.

ABOUT BRIAN SETZER:

Iconic guitarist, songwriter, vocalist and 3-time Grammy-award-winner **BRIAN SETZER** is a "Musician's Musician" credited with continually taking chances with innovative and daring musical styles. Setzer is widely credited for taking two forgotten genres, rockabilly and swing, adding his own blend of gunpowder and rockin' style, and completely reinventing and single-handedly resurrecting them in the process. Along the way, he has scored chart-topping hits, sold 13 million records and received the Orville H. Gibson Lifetime Achievement Award throughout his decorated career as founder/leader of the Stray Cats, his 19-piece Brian Setzer Orchestra, and as a solo artist. He is consistently cited as one of the world's greatest living guitarists, and has a best-selling, extensive line of elite Gretsch

signature model guitars bearing his name. BRIAN appeared in the 1987 film, *La Bamba*, portraying rockabilly pioneer Eddie Cochran. In 2002, BRIAN earned the privilege of being one of the few musicians to be animated in an episode of “The Simpsons.” That same year, SETZER was personally requested to induct Chet Atkins into the 17th Annual Rock and Roll Hall of Fame. SETZER had the honor of being invited in 2006 to perform at the White House for the President of the United States. In 2014, SETZER received the distinct honor of being asked by the Smithsonian Institution in Washington, D.C. to donate a replica of his original 1959 Gretsch 6120 “Stray Cat” guitar, joining an elite collection of iconic treasures at the museum.

ABOUT GRETSCH®: With roots in the past while maintaining an eye to the future—from the cavernous clubs of Liverpool to the main stages of festivals around the world, Gretsch has been the voice of inspiration, personal expression and musical invention. It’s no accident that the sound of a Gretsch has been heard loud and proud on some of the most pivotal recordings ever created. The instrument of choice for musical revolutionaries due to their rich, full sound, smooth playability and boldly classic visual style, Gretsch and rock ‘n’ roll have been—and always will be—inseparable partners.

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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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