

GRETSCH® OFFERS DISTINCTIVE OK GO “NEEDING/GETTING” ELECTROMATIC GUITARS AND AMPS AT NEW YORK DEALER

SCOTTSDALE, Ariz. (May 1, 2012) – Fans of Gretsch and of alt-rock indie heroes OK Go now have a very special chance to score one of the Electromatic™ CVT III guitars and G5222 Electromatic amps used by the quartet in the elaborate automobile-as-musical-instrument video for their song “Needing/Getting.” Part of the video appeared in a Chevy Sonic commercial during Super Bowl XLVI, and it has amassed nearly 20 million online viewers, making it an enormous viral hit.

Many of the Gretsch guitars and amps—in somewhat battered but insanely cool straight-off-the-film-set condition—are now being made available through New York Gretsch dealer Street Sound NYC. This exclusive opportunity will appear on the websites and social media outlets for Gretsch (www.gretschguitars.com), OK Go (www.okgo.net) and Street Sounds NYC (www.streetsoundsnyc.com).

OK Go’s Damian Kulash, Tim Nordwind, Dan Konopka and Andy Ross played and recorded “Needing/Getting” by driving a specially equipped car along a 2.5-mile desert course lined with an unusual array of instruments, including nearly 300 of the Electromatic CVT III guitars, each six of which were plugged into one of the Electromatic amps. By activating special appendages fixed to the car, OK Go “played” the instruments along the course by driving by them (the guitar parts took place at 45 mph). Each guitar and amp comes with a color 8×10 photo of the instruments on the set during the shoot, and a certificate of authenticity signed by OK Go and Gretsch president Fred Gretsch III.

#

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/271372-gretsch-offers-distinctive-ok-go-needing-getting-electromatic-guitars-and-amps-at-new-york-dealer/>