

CHARVEL® ANNOUNCES NEW SAN DIMAS®, SO-CAL® & WARREN DEMARTINI GUITARS

SCOTTSDALE, Ariz. (January 22, 2015) – Charvel is proud to announce the release of new **SAN DIMAS, SO-CAL** and **WARREN DEMARTINI** guitars.

Return to Charvel's ancestral Southern California home with the high performance **PRO-MOD SAN DIMAS STYLE 1 HH**. It features a one-piece quartersawn maple neck with classic San Dimas profile, compound-radius fingerboard (12"-16") with 22 jumbo frets, Seymour Duncan '59 SH-1N (neck) and TB-4 (bridge) humbucking pickups with three-way toggle switch, single knurled black master volume control, recessed Floyd Rose Original double-locking tremolo and R3 locking nut, Charvel tuners and black hardware. The hum/single **Pro-MOD SAN DIMAS STYLE 1 HS HT** features a Seymour Duncan JB TB-4 humbucking (bridge) pickup and direct-mount Seymour Duncan STK-S6 (neck) pickup.

Hot-rodded for scorching sound and outstanding feel and performance, Charvel's sleek **PRO-MOD SO-CAL STYLE 1 HH** features a one-piece quartersawn maple neck with classic San Dimas profile, compound-radius fingerboard (12"-16") with 22 jumbo frets, Seymour Duncan SH-1 '59 (neck) and JB TB4 (bridge) humbucking pickups with three-way toggle switch, single-ply flat black pickguard, single knurled black master volume control, top-mounted output jack, recessed Floyd Rose Original double-locking tremolo and R3 locking nut, Charvel tuners and black hardware.

The new **WARREN DEMARTINI SIGNATURE BLOOD AND SKULLS PRO MOD** was designed and built to Warren's demanding specifications. Features include a Custom Designed Seymour Duncan humbucking pickup, alder body, quartersawn rock maple neck with compound radius maple fingerboard and San Dimas neck back shape. Charvel machine heads, FRT 1000 Floyd Rose tremolo, and Charvel NOS brass strap buttons are standard equipment. The new **WARREN DEMARTINI SIGNATURE SNAKE PRO MOD**

features a Custom Designed Seymour Duncan humbucking pickup in the bridge position, Seymour Duncan Quarter Pounder in the neck position and his iconic “snake” custom finish.

For more information, go to www.charvelguitars.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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