



A HISTORIC COLLABORATION: GRETSCH PARTNERS WITH ABBEY ROAD STUDIOS TO CREATE THE LIMITED EDITION RS201 STUDIOMATIC™

**THE FIRST MUSICAL INSTRUMENT TO EARN ABBEY ROAD STUDIOS'
OFFICIAL RECORDING STUDIO CERTIFICATION**

HOLLYWOOD, Calif. (November 19, 2025) — Today, [Gretsch](#) and Abbey Road Studios partner to announce the **Limited Edition Abbey Road RS201 Studiomatic**. Designed specifically for recording, the Studiomatic merges the iconic sounds of Abbey Road Studios and Gretsch into a guitar built for tonal flexibility, clarity and mix-readiness. For the first time, Abbey Road's technology has been incorporated directly into the signal path of a guitar, with the integration of a circuit inspired by the classic RS 97 Rumble Filter, a technology designed in the 1950s by the EMI team at Abbey Road to remove very low-frequency and mechanical vibrations from recordings. The incorporation of this unique circuitry offers guitarists unprecedented tonal control, retaining clarity in complex arrangements without sacrificing warmth, allowing musicians to bring the coveted Abbey Road technology directly into their playing, at home, live or in the studio. In recognition of this groundbreaking innovation, Abbey Road Studios has assigned the Studiomatic a new Recording Studio (RS) number RS 201, marking the first time in history that Abbey Road's legendary 'RS' numbering has been awarded to a musical instrument.

The partnership between Gretsch and Abbey Road Studios celebrates the legacy and innovation of two iconic brands that continue to empower musicians worldwide. Gretsch's dedication to hand-craftsmanship and commitment to quality has pioneered new designs and manufacturing techniques, earning endorsements from legendary artists including George Harrison of The Beatles. Meanwhile, Abbey Road Studios, synonymous with iconic artists such as Kate Bush, Fela Kuti, Oasis and Amy Winehouse, has been at the forefront of recording technology since the 1930s. From the invention of stereo sound to the groundbreaking innovation of Artificial Double Tracking, the studios' technical innovations have shaped the sound of modern recording. Designed with a shared dedication to sonic excellence, innovation and craftsmanship, the Limited Edition Abbey Road RS201 Studiomatic continues this tradition of innovation, offering musicians cutting-edge tools to realize their creative vision.

"Partnerships like this are the kind guitarists dream about," said Max Gutnik, Chief Product Officer of FMIC. "Gretsch and Abbey Road Studios share a legacy built on tone, feel and musical innovation. The Limited Edition Abbey Road RS201 Studiomatic was born from the idea of crafting a guitar that thrives in the studio: responsive, inspiring and sonically rich. Every detail was dialed in through close collaboration between our teams. The result is an instrument that invites players to explore new sounds while tapping directly into the lineage of recordings that defined modern music."

With its unique and iconic history, Abbey Road's mission has always been to unlock the greatest musical potential in every artist who walks through its doors. Innovation has always been at the heart of Abbey Road, and its engineers have consistently pushed technological boundaries, setting new standards for excellence in recording.

"The evolution of this unique instrument has been a true collaboration between Gretsch and Abbey Road, driven by a shared desire to craft a guitar designed for mix readiness, sonic flexibility and great tone," said Jeremy Huffelmann, General Manager of Abbey Road Studios. "The RS 201 assignation is a testament to the technical innovation encompassed in this unique instrument, placing the Studiomatic in Abbey Road's storied lineage of groundbreaking new technologies. It has been a joy to collaborate with our friends at Gretsch in creating the Limited Edition Abbey Road RS201 Studiomatic, and we couldn't be more excited to hear the music it inspires in guitarists around the world."

The Limited Edition Abbey Road RS201 Studiomatic is a thin hollow-body guitar crafted for clear muddy low-end and low-mids. This guitar features Filter'Tron pickups that are both vintage inspired and modern voiced. This guitar features an onboard filter circuit inspired by the "Rumble Filter", invented by Abbey Road engineers in the 1950s, allowing players and engineers to easily roll-off low end frequencies, to achieve recording-ready tone straight from the guitar. Crafted to address the challenge of making a guitar truly studio-native, the Abbey Road Studiomatic stands as both a high-performance instrument and a bold statement of intent from Abbey Road and Gretsch: a tool designed not only for performance but to empower artists and producers in shaping their sound with precision.

Go behind the scenes to discover how the Limited Edition Abbey Road RS201 Studiomatic came to life in: [The Story Behind The Limited Edition Abbey Road RS201 Studiomatic | Gretsch Guitars](#). Through an intensive collaborative process that involved shipping guitar components back and forth between Gretsch and Abbey Road engineers, exchanging detailed feedback and meticulously refining each element, the teams engineered a guitar specifically optimized for studio recording: [Introducing the Limited Edition Abbey Road RS201 Studiomatic | Gretsch Guitars](#).

High-resolution product and lifestyle images of the Limited Edition Abbey Road RS201 Studiomatic can be found [HERE](#). Full product descriptions and specifications of the Limited Edition Abbey Road RS201 Studiomatic can be found [HERE](#).

For technical specs, additional information on new Gretsch products and to find a retail partner near you, visit www.gretschguitars.com. Join the conversation on social media by following @OfficialGretsch on Instagram and @GretschGuitars on YouTube.

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LIMITED EDITION ABBEY ROAD® RS201 STUDIOMATIC™ (\$1,579.99 USD, £1,249 GBP, €1,499 EUR \$2,999 AUD, ¥253,000 JPY) For nearly a century, Abbey Road Studios has shaped the history of recorded music and popular culture. The birthplace of some of the greatest recordings ever created, and a hotbed for the development of innovative techniques and equipment, Abbey Road is the home of music making. Gretsch is proud to

partner with Abbey Road on the development and release of a very special Limited Edition guitar – the Gretsch Abbey Road Studiomatic Hollow Body. Featuring custom Filter'Tron™ pickups, and a custom-voiced Rumble Filter circuit developed in collaboration with Abbey Road sound engineers, the Abbey Road Studiomatic is not only an homage to the continuing legacy of Abbey Road Studios, but also a unique and incredibly versatile guitar.

ABOUT GRETSCH:

Since 1883, Gretsch® guitars have been the guitar of choice for musical revolutionaries due to the rich, full sound, smooth playability, and boldly classic visual style it offers. From modern versions of legendary Gretsch® instruments to artist tribute models, Gretsch's emphasis on hand-craftsmanship and commitment to quality has pioneered new designs and manufacturing techniques, winning endorsements from some of the music industry's most respected artists and creating what is known among performers as "The Great Gretsch Sound!™." Throughout the 20th century, Gretsch® guitars were seen and heard on the biggest stages in rock 'n' roll and played by some of the most iconic guitarists in music history, from AC/DC's Malcolm Young, George Harrison, Billy Duffy, and more recently, indie group boygenius, Portugal The Man's John Gourley, and Jack Antonoff of the Bleachers. Today Gretsch is a licensed brand under Fender Musical Instruments Corporation (FMIC) and together, they've expanded the Gretsch footprint across musical genres, sprawling demographics and diverse geography while maintaining its unique sound, distinctive style and authentic legacy. For more information, visit www.gretschguitars.com. Join the conversation on social media by following @OfficialGretsch on Instagram and @GretschGuitars on YouTube.

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ABOUT ABBEY ROAD

Abbey Road is the home of music-making. We are the world's first and most iconic recording studio, and a leader in sonic innovation, with the experience and craft to bring out the best music in any vision or idea. For almost 94 years, we've welcomed the artists who

have shaped music and popular culture. From the greats - The Beatles, Fela Kuti, Pink Floyd, Kate Bush, Yehudi Menuhin, Massive Attack, Amy Winehouse, Oasis, Nick Cave, Stevie Wonder and Shirley Bassey, to the legends of today - Lady Gaga, Little Simz, The Smile, Florence, Dave, Sheku Kanneh-Mason, Frank Ocean, Ezra Collective, Sam Smith, Morgan Wallen and Stormzy. Once a nine-bedroom house, we're now a global community of artists, experts, inventors, and engineers, whose technology and expertise can be accessed from anywhere in the world. Alongside our studios and writing spaces, we work to develop groundbreaking technology that continues to change the future of music-making. Through our learning and events, we're creating one-off experiences and empowering a new generation of talent. This home has created soundtracks to nights in, nights out, heartbreaks, and first loves. Epic adventures and life-affirming stories. We've been home to the greatest film music of the last 45 years. From Raiders of the Lost Ark, the Star Wars and Harry Potter movies, and The Lord of the Rings and The Hobbit trilogies, to Barbie, Gravity, The Shape of Water, Tar, Wakanda Forever, Frankenstein, and all the Marvel titles. Across genres, generations, and continents, Abbey Road helps music makers move the world. Come on in.

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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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