



CHARVEL® ANNOUNCES ALL-NEW PRO-MOD SO-CAL STYLE 2 MODELS, EXPANDS OFFERINGS FOR SO-CAL STYLE 1 AND SAN DIMAS® GUITARS

Scottsdale, Ariz. (January 16, 2020) – Charvel® is proud to announce the brand-new Pro-Mod So-Cal Style 2 models, as well as additional finishes and pickup offerings for Pro-Mod So-Cal Style 1 and Dimas® Style 1 guitars.

Charvel's all-new ultimate in sonic sophistication and design virtuosity lies in the **Pro-Mod So-Cal Style 2 24 HH 2PT CM Ash** and **Pro-Mod So-Cal Style 2 24 HH HT CM**—a stunning summit of modern Charvel vibe, power and performance.

With one of the most beloved and iconic body shapes as the starting block, Charvel's innovative design team sculpted even more dramatic curves for enhanced ergonomic comfort. The So-Cal Style 2 body features a scalloped lower back bout and shredder's cut heel for easier upper fret access and hours of grin-inducing playing-feel and performance.

A graphite-reinforced bolt-on maple neck offers rock-solid stability regardless of ravages of the road and climate, while a heel-mount truss rod adjustment thumbwheel makes for quick and easy neck relief tweaks. Engineered for effortlessly nimble and highly expressive playing, these So-Cal Style 2 models have a speed neck profile with hand-rubbed urethane

finish on the back, and a 12"-16" compound radius caramelized maple fingerboard with 24 jumbo frets, pearloid dot inlays and Graph Tech® TUSQ® XL nut. Luminlay® side dots light the way across the fretboard, even on the darkest of stages.

These instruments are equipped with multi-voiced Fishman® Fluence® Open Core PRF-COC pickups for layered, dynamic tone. The bridge pickup delivers quintessential hot-rodded humbucking tone without all the baggage (voice one), or ideal vintage PAF humbucking tone calibrated for perfect output (voice two). Similarly, the neck pickup delivers a Fluence-exclusive tone with clear and airy chime, unbelievable high end, highly vocal midrange and tight lows (voice one), or an ideal-but-elusive vintage PAF tone with just the right dynamics and output (voice two).

A two-way mini toggle switches between these two voicings, while a tone control with push/pull activation bypasses the mini toggle to activate voice three, which outputs clear, vintage single-coil tone on the neck pickup or slightly overwound single-coil tone on the bridge. Throw in the three-way blade pickup switch and volume control knob and tonal possibilities are virtually endless.

The **So-Cal Style 2 24 HH 2PT CM Ash** features an ash body and is finished in either Black Ash with black pickguard and black hardware, or in Natural Ash with black pickguard and chrome hardware. These 2PT models are built with a Gotoh® Custom 510 tremolo bridge for smooth action and enhanced sustain.

The **So-Cal Style 2 24 HH HT CM** offers an alder body and is finished in either Satin Black with black pickguard and black hardware, or in Snow White with parchment pickguard and chrome hardware. These models feature a Charvel® HT6 string-through-body hardtail bridge with brass saddles, providing endless sustain with laser intonation.

For even more unique style, these sophisticated beauties are all capped off with a reverse licensed Fender® Telecaster® headstock.

The **Charvel® Pro-Mod So-Cal Style 1 HH FR E** and **Pro-Mod So-Cal Style 1 HH FR M** pay homage to their 1980s Southern California roots, blending vintage-style appointments with

the classic playability and innovative design elements that have made Charvel a legendary name.

More comfortable than an overstuffed armchair, the So-Cal body is sleekly sculpted out of alder and paired with a rock-solid bolt-on maple neck with a pair of graphite reinforcement rods to handle the ravages of the road and climate. Engineered for effortlessly nimble playing, the speed neck profile and 12"-16" compound radius fingerboard with 22 frets is perfect for all styles of play — from low end riffing to soaring leads with worry-free upper-register bends.

Hot-rodded for unparalleled performance and sound, these instruments host a high-output Seymour Duncan® Distortion TB-6 humbucking bridge pickup and a warm, fat Seymour Duncan Distortion SH-6N humbucking neck pickup. The volume control hides a push/pull coil split for even more highly useful tonal variations, ideal for everything from a biting lead sound to thick, chunky rhythm work. The no-load tone control operates like a standard tone control from positions one through nine, removing itself from the circuit at position ten for transparent sound that lets the full natural voice of the guitar shine through.

Other features include a Floyd Rose® 1000 Series double-locking tremolo bridge system and a conveniently located heel-mount truss rod adjustment wheel.

Featuring an ebony fingerboard, the **So-Cal Style 1 HH FR E** comes in a fiery Satin Orange Blaze finish with black pickguard and black hardware. The **So-Cal Style 1 HH FR M** offers a maple fingerboard and is available in Vintage White with parchment pickguard and chrome hardware, as well as in Satin Burgundy Mist or Satin Shell Pink with white pickguard and chrome hardware.

Charvel also adds to its Pro-Mod San Dimas lineup with the all-new **Pro-Mod San Dimas® Style 1 HH FR E Ash**, as well as new finishes for the **Pro-Mod San Dimas Style 1 HH FR E** and **Pro-Mod San Dimas Style 1 HH FR M**.

Wrapped in a striking Old Yella finish with black hardware, the all-new **San Dimas Style 1 HH FR E Ash** features an ash body coupled with a graphite-reinforced bolt-on maple neck.

Perfect for faster tempos, the 12"-16" compound radius ebony fingerboard hosts 22 jumbo frets and dot inlays. For regularly touring musicians, a heel-mount truss rod adjust thumbwheel is a must, allowing for quick and convenient neck relief tweaks.

This model features an HH pickup configuration consisting of a direct mount Seymour Duncan® Custom Full Shred™ SH-10B bridge pickup and direct mount Seymour Duncan Custom Alnico II™ Pro APH-1N neck pickup. Like all Pro-Mod San Dimas models, this axe features a volume control with a push/pull coil split and a no-load tone control. A Floyd Rose® 1000 Series double-locking tremolo bridge system and Charvel-branded sealed die-cast tuners complete the package.

Featuring an ebony fingerboard, the **Pro-Mod San Dimas Style 1 HH FR E** now includes a Gloss Black finish with black hardware, while the **Pro-Mod San Dimas Style 1 HH FR M** offers a maple fingerboard with a Shell Pink wrapping and chrome hardware.

Both models feature an alder body with a graphite-reinforced bolt-on maple neck, 12"-16" compound radius fingerboard with 22 jumbo frets and dot inlays, and a heel-mount truss rod adjustment wheel.

These axes are loaded with high-output Seymour Duncan® JB and Seymour Duncan '59™ humbucking pickups directly mounted to the body, cranking out high octane rock 'n' roll tone with plenty of sweet overtones.

Other features include a volume control with a push/pull coil split, no-load tone control, three-way blade and Floyd Rose® 1000 Series double-locking tremolo bridge system.

For more information on our new Charvel products, visit www.charvel.com.

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ABOUT CHARVEL®: Charvel guitars are the very embodiment of high-performance tone machines, and discerning players who prize superior sound and feel have turned to the company's finely crafted guitars as their weapons of choice for more than 30 years. From metal masters including Warren DeMartini and Jake E Lee to instrumental fusion legends such as Allan Holdsworth and Shawn Lane to modern day virtuosos like Guthrie Govan,

musician's musicians worldwide have long relied on Charvel for exceptional guitar design.
For more information, visit charvel.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.

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<https://fender.pr.co/271797-charvel-announces-all-new-pro-mod-so-cal-style-2-models-expands-offerings-for-so-cal-style-1-and-san-dimas-guitars/>