



GRETSCH® EXPANDS ELECTROMATIC® COLLECTION WITH ALL-NEW JET™ BARITONE, DOUBLE JET™, RAT ROD HOLLOW BODY AND CENTER BLOCK JR. MODELS

Scottsdale, Ariz. (January 15, 2019) — Gretsch® today debuts several additions to its Electromatic® Collection, including the **G5260T Electromatic® Jet™ Baritone with Bigsby®**, **G5260 Electromatic® Jet™ Baritone with V-Stoptail**, **G5222 Electromatic® Double Jet™ BT with V-Stoptail**, **G5410T Electromatic® “Rat Rod” Hollow Body Single-Cut with Bigsby®** and **G5655T Electromatic® Center Block Jr. Single-Cut with Bigsby®**.

The unique **G5260T Electromatic® Jet™ Baritone with Bigsby®** and **G5260 Electromatic® Jet™ Baritone with V-Stoptail** models rattle foundations with dual Gretsch mini humbucking pickups that capture thundering lows while retaining a piano-like articulation and definition for intoxicating sonic size and width at every level of gain. Simple tone-

shaping is provided by a three-position toggle switch as well as master volume and master tone controls.

An elongated 29 ¾"-scale accommodates lower tunings without loss of string tension, while the sturdy bolt-on maple neck is topped with a comfortable 12" radius laurel fingerboard featuring 22 medium jumbo frets.

Other premium features and appointments include an anchored Adjusto-Matic™ bridge, pearloid Big Block (**G5260**) or Neo-Classic™ (**G5260T**) inlays, white binding with purfling and chrome hardware.

Featuring a V-Stoptail, the **G5260** shines in several finishes including Dark Cherry Metallic or Jade Grey Metallic with silver pickguard, as well as in London Grey with black pickguard. Featuring a Bigsby® vibrato tailpiece, the **G5260T** is available in classic Black with silver pickguard or in a striking Airline Silver finish with black pickguard.

The all-new **G5222 Electromatic® Double Jet™ BT with V-Stoptail** delivers Broad'Tron™ power with classic Jet clarity.

At the heart of each **G5222** is a chambered mahogany double-cutaway body with maple top that produces a rich, present mid-range that accentuates big lows and shimmering highs.

A pair of Black Top Broad'Tron pickups provide thick, aggressive overdrive while maintaining astounding definition and note balance suitable for the most pristine clean tone. The combination of individual pickup volume controls, master tone and master volume with treble bleed circuit provides intuitive global control over pickup and tone settings.

The **G5222** also features a lower set mahogany neck for effortless access, 12"-radius laurel fingerboard with 22 medium jumbo frets, pearloid Neo-Classic™ inlays and anchored Adjusto-Matic™ bridge.

An all-new entry into the Gretsch lineup, the **G5222** is available in Aged Natural, Jade Grey Metallic, London Grey or Walnut Stain with a black pickguard and chrome hardware.

Loud and resonant, the all-new **G5410T Electromatic® “Rat Rod” Hollow Body Single-Cut with Bigsby®** has a fully hollow build with a true Filter’Tron™ voice that explodes with roaring punch and hallmark late-’50s “snap.” Like all Electromatic guitars, these models deliver a fearless and electrifying voice that has set Gretsch apart as the quintessential rock guitars from the very beginning.

Premium features of the **G5410T** include a thinner 2.25” body for maximum playing comfort during long sets, dual Black Top Filter’Tron humbucking pickups, versatile controls including master volume with treble bleed circuit, oversized bound F-holes, smaller late-’50s G6120 bound headstock, Graph Tech® NuBone® nut, pearloid Neo-Classic™ inlays, secured Adjusto-Matic™ bridge and Bigsby B60 vibrato tailpiece.

Mimicking the primer-laden “beater” vibe of classic rat rods, the **G5410T** comes in three Matte finishes—Matte Black with red pickguard, Matte Phantom Metallic with black pickguard or Matte Vintage White with black pickguard. The Matte Black and Matte Phantom Metallic models feature aged white binding with black/white purfling, red pickup inserts and chrome hardware, while the Matte Vintage White model features black binding with white/black purfling, red pickup inserts and chrome hardware.

Designed for that pure and powerful Gretsch sound at high volume, the **G5655T Electromatic® Center Block Jr. Single-Cut with Bigsby®** features a smaller-sized body with a chambered spruce center block for dynamic resonance, high gain power and lightweight comfort. A lower set maple neck offers effortless access and performance, while the 12”-radius laurel fingerboard with 22 medium jumbo frets and Neo-Classic™ inlays offers excellent playability.

Dual Black Top Broad’Tron™ humbucking pickups deliver bold, dynamic and articulate tone with enhanced sonic punch. The combination of individual pickup volume controls, master

tone and master volume with treble bleed circuit allows for flexible harnessing of this instrument's sonic power.

Boasting stage-stealing style, the **G5655T** is available in Casino Gold, Dark Cherry Metallic or Jade Grey Metallic with a silver pickguard and nickel hardware, including the Bigsby B70 vibrato tailpiece, anchored Adjusto-Matic™ bridge and G-arrow knobs.

For more information, visit www.gretschguitars.com.

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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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