# ESP GUITARS PRESS RELEASE

**FOR IMMEDIATE RELEASE** **Date: January 19, 2017**

**PR Agency Contact:**
Jeff Klopmeyer • Jeff Klopmeyer Communications • 310-937-4292 • jeff@klopmeyer.com

## 2017 NAMM SHOW: ESP GUITARS ADDS NEW BASSES

ANAHEIM, CA (JANUARY 19, 2017) – Expanding their reputation as one of the world's most respected bass manufacturers, ESP Guitars added nine new basses to their lineup at the 2017 NAMM Show, as well as a few new additions to their Signature Series basses.

The **LTD AP-4** and **AP-5** take traditional bass body styles and add high-performance components and build quality for contemporary players in all music genres. Using bolt-on construction over alder bodies and maple necks, the AP-4 and AP-5 basses feature ebony fingerboards with 21 extra-jumbo frets, Grover tuners, Babicz bridges, and EMG P/LJ active pickups. They are available in Black finish.

The LTD TL Series "Thinline" chambered-body instruments have received accolades for their uniquely cool combination of "electric feel and acoustic tone". Two new bass additions have been added for 2017 with the **TL-4Z Fretless** (a fretless version of their popular Zebrawood-topped model) and the **TL-5SM**, a 5-string version of the bass with a Spalted Maple top. Both basses offer set-neck construction, using three-piece mahogany necks with rosewood fingerboards, and are powered by Fisherman SONICORE pickups and TL-3 preamps with onboard tuners.

ESP's bass offerings slated toward beginning bassists and budget-conscious musicians has new choices as well. The **B-154DX**, **B-155DX**, and **F-155DX** all offer a completely surprising level of quality and detail considering their affordable stature, with features like flamed maple tops, and ESP-designed passive pickups with 3-band active EQ. The bass series designed by the legendary Rocco Prestia (Tower of Power) has been updated with the **RB-1004SM** and **RB-1005SM** basses now being offered with ebony fingerboards and Seymour Duncan Quarter Pound pickups.

Finally, the ESP Signature Series bass offerings expanded with new models for Frank Bello (Anthrax) and John Campbell (Lamb of God). The **ESP Frank Bello Jazz** and **LTD FB-J4** are bolt-on basses black satin finishes and and EMG PX/JX pickup set. Campbell's **LTD JC-4FM** is based on the Stream body style, and has black satin body sides with a gloss See Thru Black center and flamed maple top, and EMG 35P4X/ 35JX pickups with EMG BTC 2-band EQ that's selectable as active or inactive.

Detailed information on the entire line of ESP, ESP-E-II, and LTD basses is available at the ESP Guitars web site at www.espguitars.com.

# # #

***About ESP Guitars***

Founded in 1975, the ESP Guitar Company is a leading global manufacturer of quality musical instruments. ESP brands include Custom Shop, Exhibition Series, Signature Series, ESP USA, E-II, LTD and Tombstone. For more information call 800-423-8388 or visit www.espguitars.com.