ESP GUITARS PRESS RELEASE

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ESP Guitars Celebrates 45th Anniversary in 2020

ANAHEIM, CA (JANUARY 16, 2020) – The ESP Guitar Company, the international multi-brand instrument manufacturer based in Japan with subsidiaries and distributorships around the world, celebrates its 45th anniversary in 2020. The company was founded in 1975 by Hisatake Shibuya as a small shop in Tokyo that created custom replacement parts for guitars. The shop, called “Electric Sound Products” (ESP), eventually grew into one of the world’s leading manufacturers of electric guitars and basses.

“ESP’s growth into becoming one of the world’s top guitar makers has been based on our commitment to listening to and serving the needs of our customers. It’s been an honor to be part of that process,” says Matt Masciandaro, president and CEO of the ESP Guitar Company. “ESP proudly offers high quality instruments for every level of musician from beginner to professional.”

The global awareness of the ESP brand grew quickly after the company opened a US office in 1983 based in New York City, and over the next few years began creating custom instruments for high-profile players such as James Hetfield & Kirk Hammett (Metallica), Vernon Reid (Living Colour), Page Hamilton (Helmet), Bruce Kulick (KISS), and Ronnie Wood (The Rolling Stones). In 1986, George Lynch of Dokken designed the very first ESP Signature Series model with his “Kamikaze” guitar.

In 1993, ESP relocated its US headquarters from NYC to Hollywood, first on Sunset Boulevard and later to its present location in North Hollywood. It was in 1995 that ESP’s greatest expansion happened with the introduction of the LTD Series, guitars and basses at prices that musicians at every level could own. In addition to being recognized as an industry leader in design and build quality of their instruments, ESP is also world renowned for the breadth of its artist endorsement roster, which includes many of the industry's iconic and highly influential musicians.

Today, ESP brands including Custom Shop, ESP USA, ESP E-II, and LTD are available in nearly all areas of the globe, with over 70 distributorships serving more than 100 countries. More information on ESP and its products can be found on the ESP web site at espguitars.com.

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