ESP GUITARS PRESS RELEASE

FOR IMMEDIATE RELEASE **Date: January 23, 2025**

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

NAMM 2025: ESP Guitars Unveils Six New Value-Priced "200 Series" Guitars

ANAHEIM, CA (JANUARY 23, 2025) – ESP Guitars (NAMM Booth 210D) announced six new and updated models in their value-priced "200 Series".

"ESP is known for playability. So whether it's your first guitar, or just another one in your stable, the guitars we offer at this price point need to play and look better than just ok. What good is an affordable guitar if it's underwhelming and you don't always want to grab it and play?" says Blue Wilding, ESP Brand Manager. "This is why ESP LTD 200 Series guitars are designed to be exceptional right out of the box, as-is, but also with build quality high enough worth tweaking even further, to your own personal idea of perfection."

The **LTD EC-256** is now being offered in a Silver Sunburst Teardrop finish. This single-cutaway guitar includes unexpected details like white binding on the body, neck, and headstock. Built with set-neck construction at 24.75" scale using a mahogany body and three-piece mahogany neck, it also features a set of great-sounding, high-output ESP LH-150 bridge and neck pickups, splittable via push-pull control. The popular **LTD EC-201** has also been updated to offer a Black Gloss finish.

The **LTD M-201 Baritone HT** offers an affordable solution for musicians getting into baritone guitar. Offered in Black Gloss finish, it's built with bolt-on construction at 27" baritone scale, pairing a mahogany body and three-piece maple neck with a rosewood fingerboard. This guitar features an LTD fixed hardtail bridge with string-thru-body, and a single ESP LH-150B bridge pickup with an antique nickel cover, with coil splitting via push-pull control.

Another new model in this series is the **LTD Phoenix-201**, the first Phoenix model in this range. It offers set-neck construction at 25.5" scale with a mahogany body and three-piece mahogany neck with rosewood fingerboard. It also includes a single ESP LH-150B bridge pickup with an antique nickel cover, and coil splitting via push-pull control.

It's a similar story with the **LTD SN-201HT**, a new model in this affordable range. Available in Black Gloss, it offers bolt-on construction at 25.5" scale, with a mahogany body and three-piece maple neck with tiltback headstock. It also includes a single ESP LH-150B bridge pickup with an antique nickel cover, and coil splitting via push-pull control. The **LTD TE-201** is also now offered in Black Gloss finish.

Detailed information and specs are available on the ESP web site at www.espguitars.com.

— more —

# # #

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.