



TAKAMINE GUITARS PRESS RELEASE

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TAKAMINE GUITARS SHOWS NEWEST ADDITIONS TO POPULAR G SERIES AT SUMMER NAMM 2017

NASHVILLE, TN (JULY 13, 2017) – For years and years, Takamine's G Series instruments have been widely popular for musicians who require a well-made, great-sounding guitar for studio and stage that is still affordably priced and within their budget. At the 2017 Summer NAMM Show, Takamine is showing the four most recent additions to the G Series with the **GY11ME**, **GN77KCE**, **GN90CE ZC**, and **GD90CE ZC**.

"The entire purpose of the G Series is to allow musicians to not have to make big compromises with their instruments based only on its price," says Tom Watters, Director of Product Development for Takamine. "Despite their affordability, these new G Series guitars are truly excellent instruments that any songwriter or performing musician would be happy to add to their arsenal."

The **GY11ME** is an all-mahogany New Yorker-sized Takamine that's great for acoustic blues, fingerstyle guitar, or roots music. It offers a low gloss natural satin finish, and a cool-looking old-school slot headstock. The transition to the stage is made effortless with the addition of Takamine's own TP-4T electronics, complete with an equalizer and chromatic tuner built-in.

The **GN77KCE** is a beautiful Hawaiian koa Takamine that sounds as great as it looks. Equally at home with fingerstyle or bold strumming, it offers a luxurious clear gloss finish that complements the mini-jumbo NEX cutaway body. It includes TP-4TD electronics with an equalizer and built-in chromatic tuner.

Available in respective cutaway dreadnought and mini-jumbo NEX body styles, the new **GN90CE ZC** and **GD90CE ZC** make use of a solid spruce top and remarkable, rare ziricote back and sides. Ziricote is a central American wood marked by beautiful grain that sometimes resembles landscapes. The tone is similar to rosewood, but with a more solid, sweet lower midrange content. These guitars feature maple binding, abalone inlay and rosette, and gold open-gear butterbean tuners. They also offer Takamine's TP-4TD electronics for ease of use on stage, and include a gig bag for easy transport to and from the show.

More information on Takamine's G Series and its entire line of acoustic and acoustic-electric instruments is available at www.esptakamine.com.

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About Takamine Guitars

For more than half a century, Takamine has proudly dedicated itself to the art of fine guitar craftsmanship. Today, they are one of the world's most respected acoustic instrument manufacturers, and Takamine Signature Series, Pro Series, G Series, Classical/Hirade, and other products are used by many of the best-known songwriters and performers. Takamine is distributed in the USA by the ESP Guitar Company. For more information call 800-423-8388 or visit www.esptakamine.com.