TAKAMINE GUITARS PRESS RELEASE

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Takamine Unveils New EF341DX and EF381DX Guitar Models

ANAHEIM, CA (JANUARY 16, 2020) – Takamine Guitars (NAMM Booth #208A/B) has announced new deluxe versions of two of their most popular and iconic acoustic-electric guitar models with the debut of the **EF341DX** and 12-string **EF381DX**.

“The EF341SC and EF381SC might be the guitars that are most closely associated with Takamine over the past 20+ years,” says Tom Watters, Director of Product Development for Takamine. “Their distinctive black finish and stage-ready features have been the reason why so many players, from Bruce Springsteen to Jon Bon Jovi to many other iconic performers, have chosen them for studio and stage. The new EF341DX and EF381DX offer musicians a slightly more upscale version of these popular guitars, with deluxe features and cosmetic appointments that truly allow them to stand out.”

The Takamine **EF341DX** starts with one of the most iconic Takamine dreadnought guitars, the EF341SC, and adds beautiful "Deluxe" appointments such as strikingly colorful abalone purfling, abalone rosette, Gotoh tuners with pearloid buttons, and delicate Takamine diamond inlays. The stage presence of the black-finished solid spruce top and maple back and sides is faithfully articulated through the legendary CT4BII electronics, ensuring that this great-looking guitar is matched by powerful and reliable Takamine stage sound. The 12-string **EF381DX** offers a similar treatment as an upgraded version of the Takamine EF381SC, one of the most popular 12-string guitars ever made.

Both of the new models have already begun shipping to Takamine dealers in the USA and are currently available for purchase. More information on the Takamine EF341DX and EF381DX 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.