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FOR IMMEDIATE RELEASE

TAKAMINE TAKING ON PRICE: THE PERFECT STARTER GUITAR

SAKASHITA, JAPAN, FEBRUARY 7th, 2021 – Takamine Gekki Co., Ltd. Will re-introduce one of its popular and affordable guitar models on March 1st to Amazon.com, Guitarcenter.com, and Sweetwater.com. Based on positive reviews, large sales volumes, and the current Covid situation, Takamine will be reducing the price on the re-release of this model to \$240.

This model, the Takamine GD10-NS, is the most basic model of the G Series, but Takamine emphasized that the less expensive model does not lack tone or durability. “A few years ago, we decided to move away from the Takamine GD10-NS model and transition to the more expensive acoustic-electric model, the GD30CE. This model had sold well, has more features, and was reviewed well, but with all that came a higher price tag of \$500. This is a fair price point, in our opinion, and with the Covid-19 Pandemic and customers struggling with money, we have decided to re-emphasize our less expensive acoustic-only model, the GD10-NS. We feel that since people will be spending more time at home, this will be a great opportunity to offer a more affordable option for at-home practice.” said Patrick Winston, the North American brand manager.

The GD10 creates a big acoustic sound and has a superior build quality that normally cannot be found in guitars at this price.

Takamine had not ensured previously that the GD10 model was sold in the mentioned online retailers, and the building of this model was greatly reduced in the last few years, and other models saw increased production. The online shopping increase caused by the pandemic is one of the leading factors contributing to Takamine’s final decision.

With every Takamine model, high quality and rich sound can be expected, and the customer favorite, the GD10-NS model, is no exception.

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