

AN *AMERICAN CLASSIC*
MADE *NEW* IN CALIFORNIA





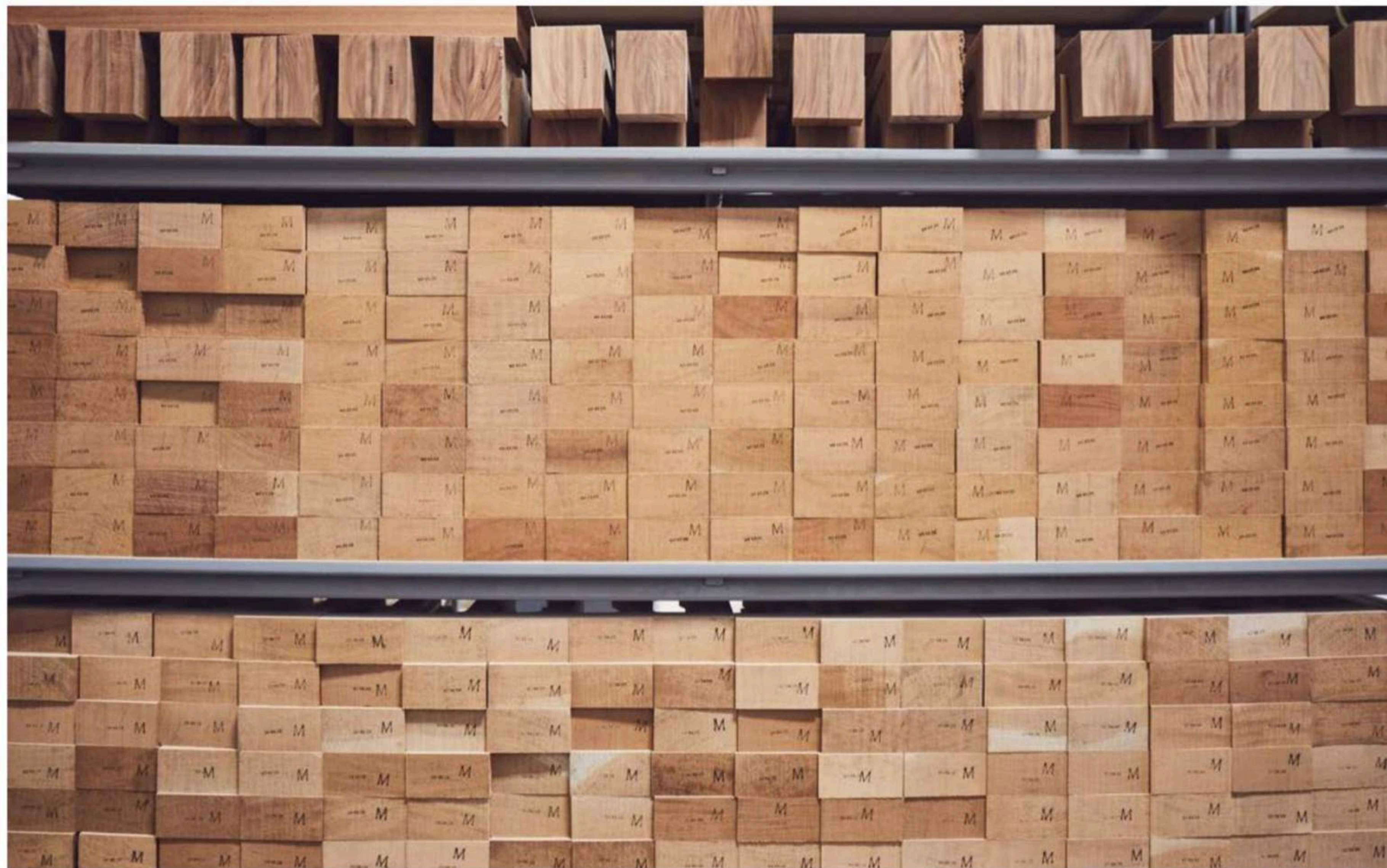
I fell in love with Guild guitars long ago. I admired the humble designs. Obsessed over the rich sound quality. The feel. The logo. The legacy. This is the company that made Buddy Guy's Starfire IV. The D-40 Richie Havens used to open Woodstock. Three years ago, I was given the opportunity of a lifetime: a chance to help shape the future of this classic American brand. To restore the greatness of Guild. And since that moment, I've thought of little else.

This company, the people who've dedicated their lives to it, and the people who choose to play Guild Guitars, deserve the absolute best. That's why we built a new factory. Re-engineered the production process to combine old wisdom and modern technology. Made everything faster. More efficient. More consistent. Because our goal is to make guitars that are worthy of the Guild name on the headstock.

It wasn't easy. It wasn't quick. It wasn't cheap.
But it was worth it.

Tim Miklaucic
- Tim Miklaucic





A NEW BEGINNING

A new chapter in the story of The Guild Guitar Company is about to be written. This time, from the Golden State, as Guild proudly resumes production in the US.

From its new home in Oxnard, California, this long-standing industry leader is ready to reclaim its status as America's premier guitar manufacturer. And Guild has a secret weapon: a cutting-edge production facility built on decades of tradition.

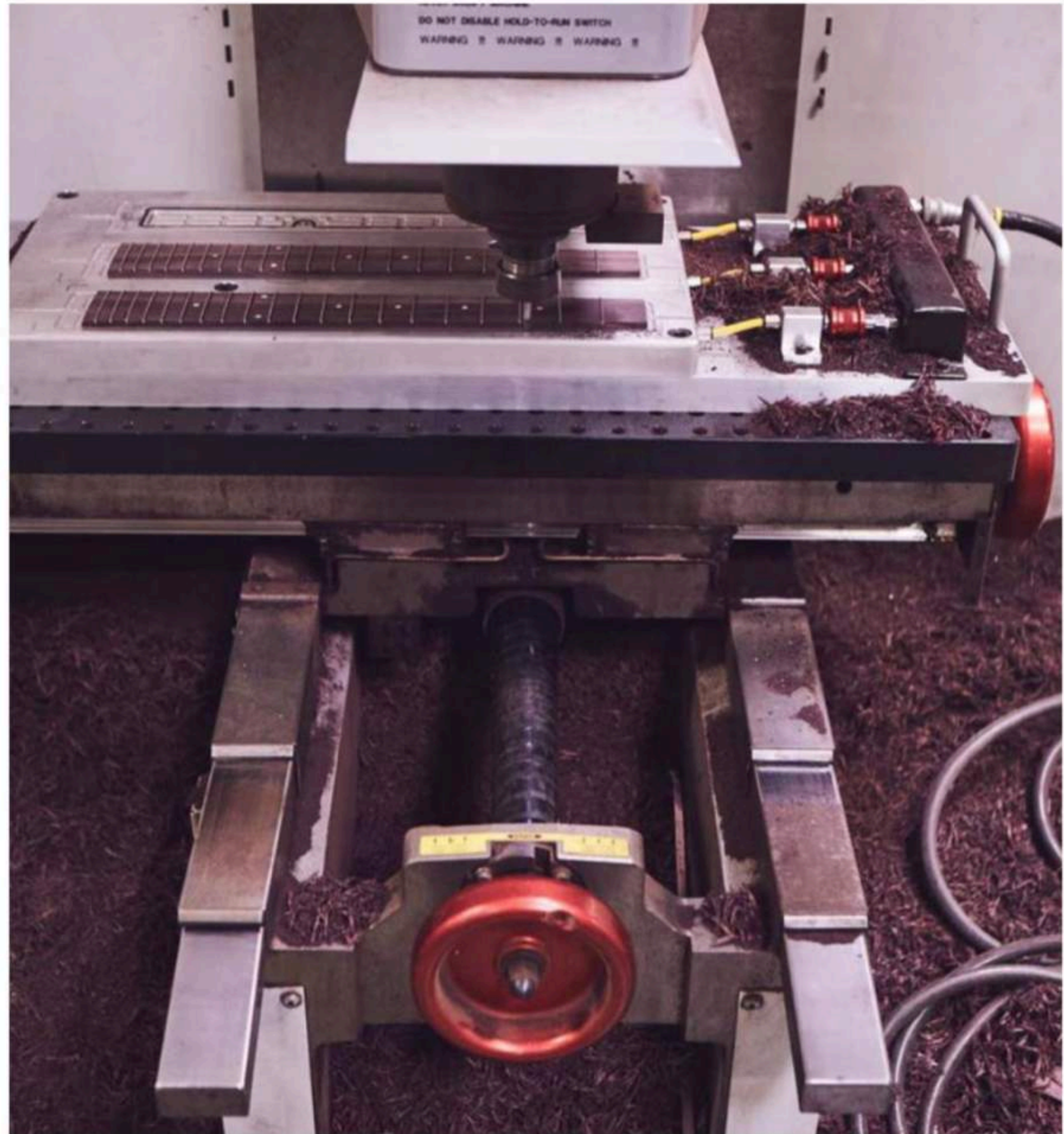
At first glance, the brand-new workshop looks well-worn. That's because the guts of the facility, the machines and molds that forge each guitar, came from the original Guild factory. They were shipped thousands of miles across the country, retooled, reinforced with contemporary tech. They breathed life into the new building, giving it an old soul and a sense of purpose. Now, the equipment that built the great Guild guitars of the past serves as the foundation of its future.

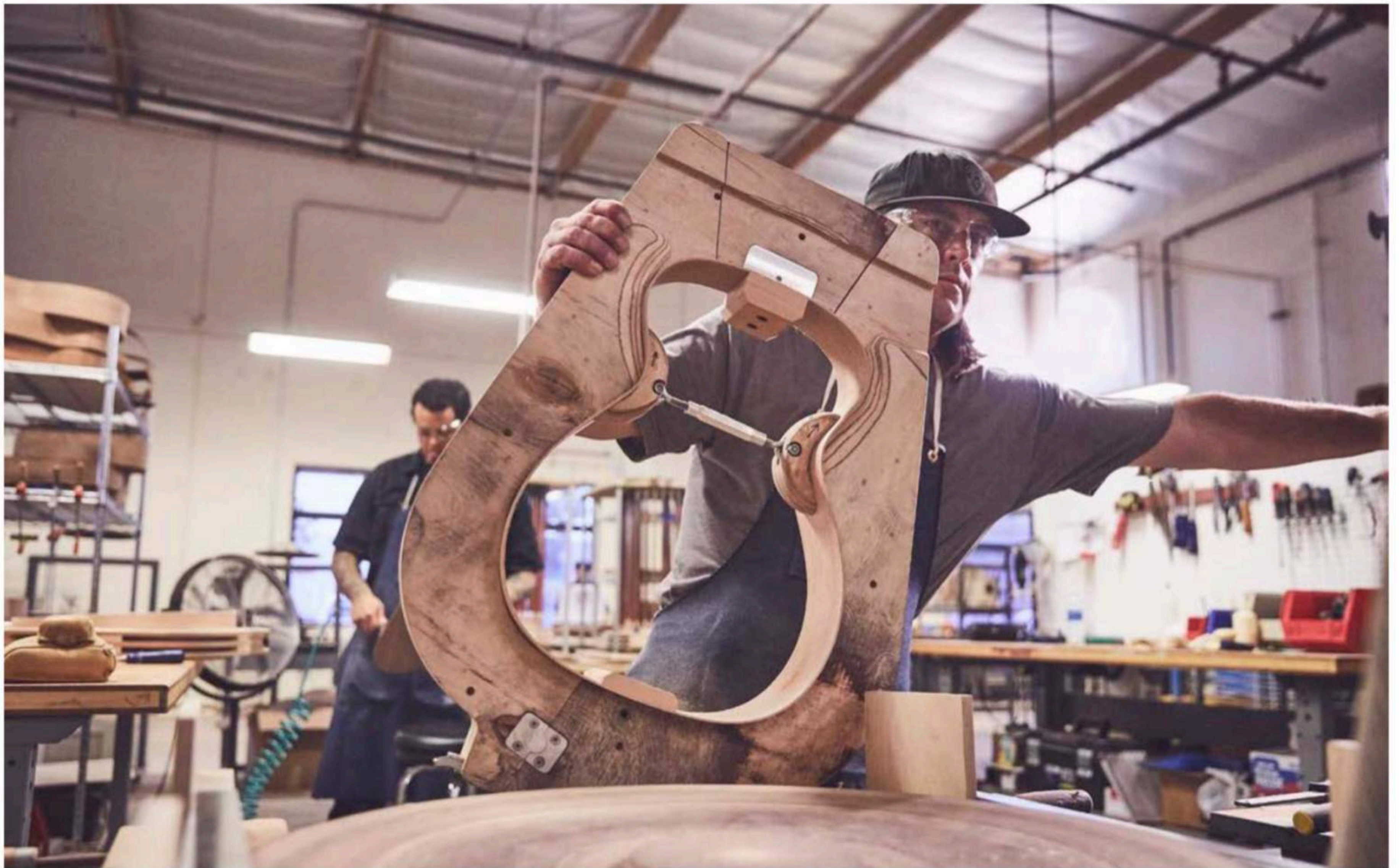




To properly reinvent Guild, however, took a lot more than technical upgrades. Under the leadership of master luthier Ren Ferguson, the entire production process was painstakingly reimaged. For over a year, a devoted team of craftsmen, lifelong Guild builders, and innovative thinkers, experimented and explored.

No decision went unquestioned. They traveled the world to get their hands on classic Guild guitars. Studied the sound and the intimate details that made each instrument special. They lived the mad science of guitar-making until they got the blueprint just right – until each guitar that rolled out of the new factory lived up to the unmistakable look and feel of a Guild.





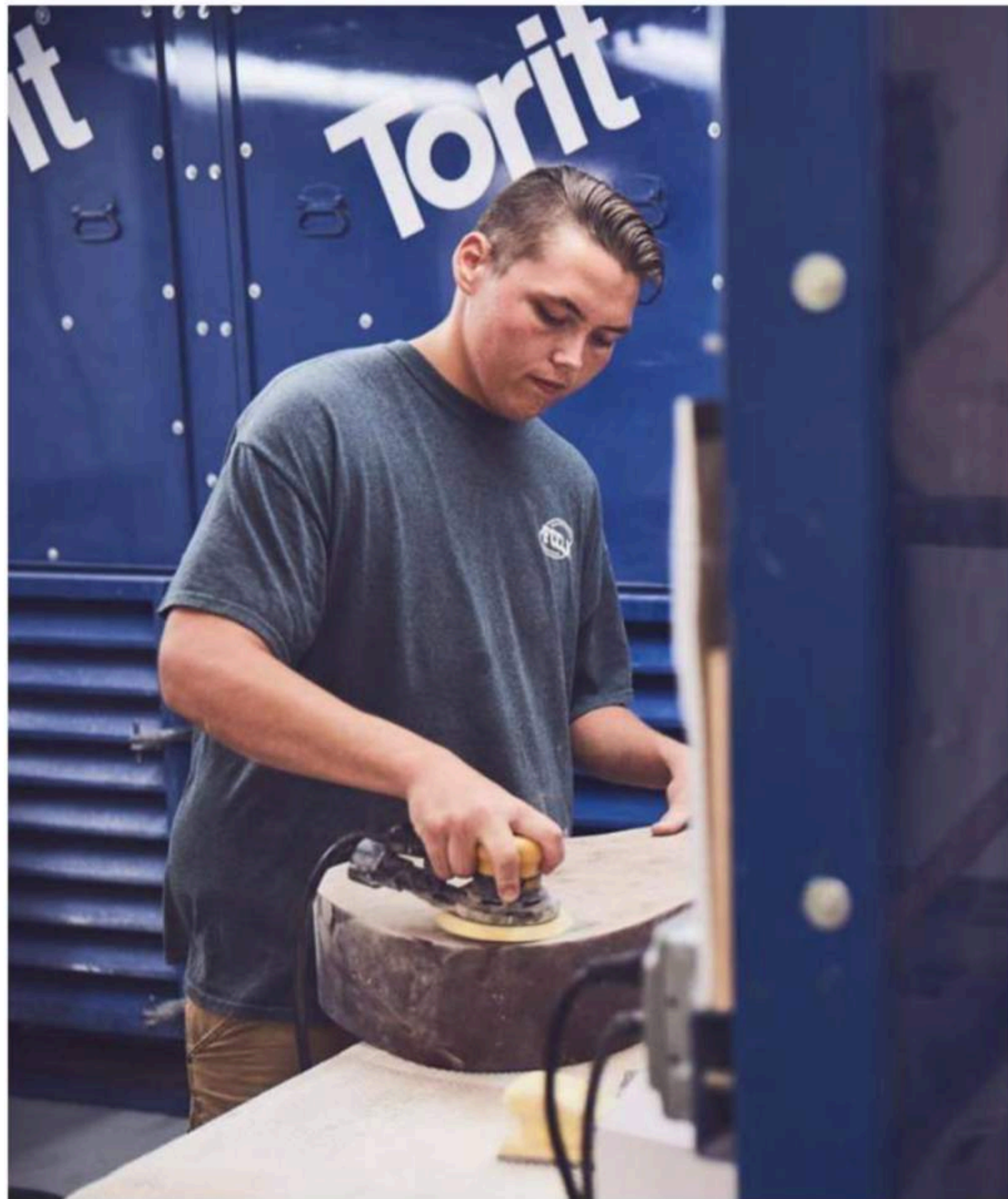


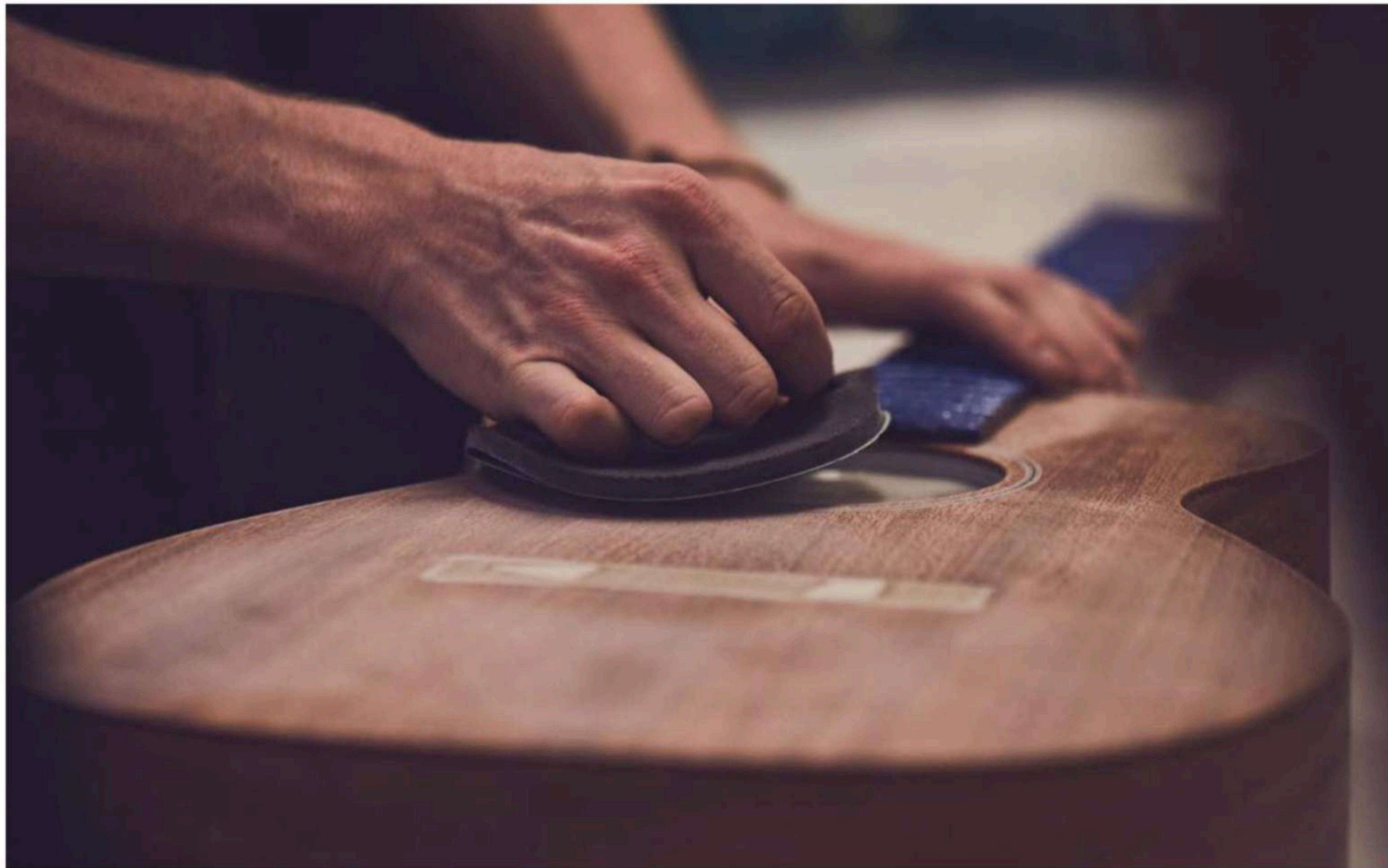


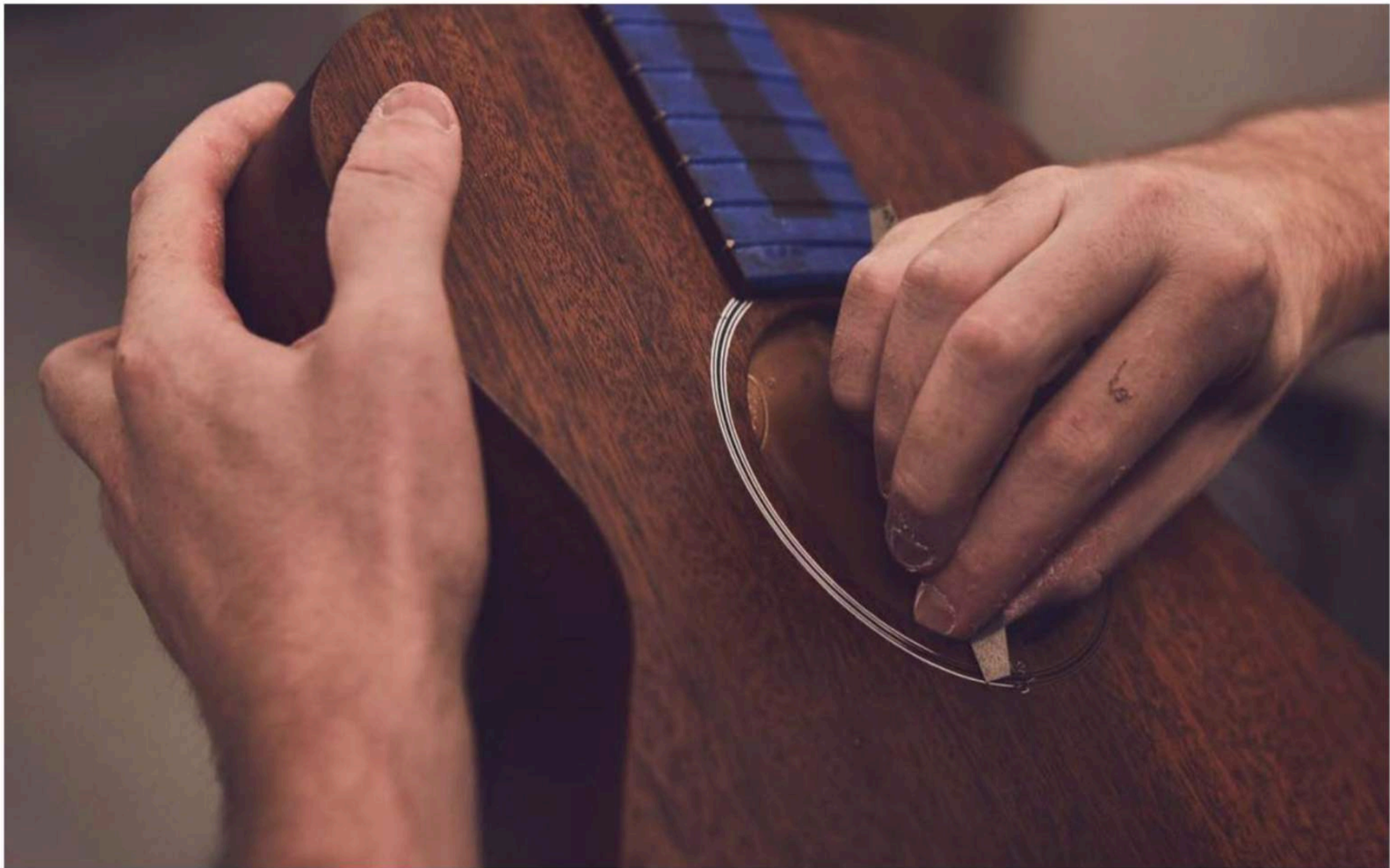


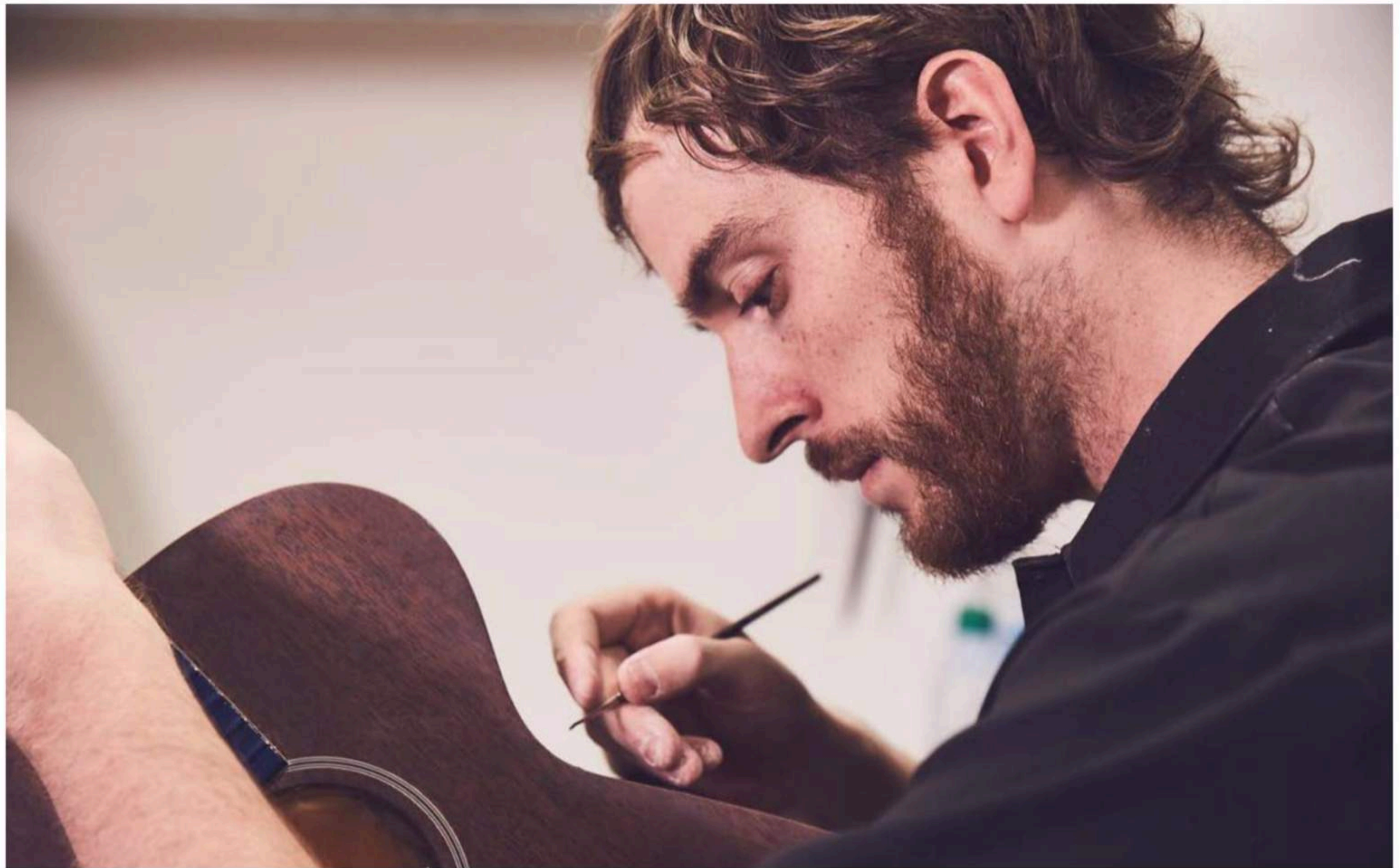
Now, the plan is finally in place. The team has assembled. The lineup has been set. Guild is making new guitars again – and they're some of the best acoustics the company has ever produced. Honoring a heritage of quality and value established so long ago. Poised to inspire the next generation of guitarists.

Welcome to the new era of Guild.



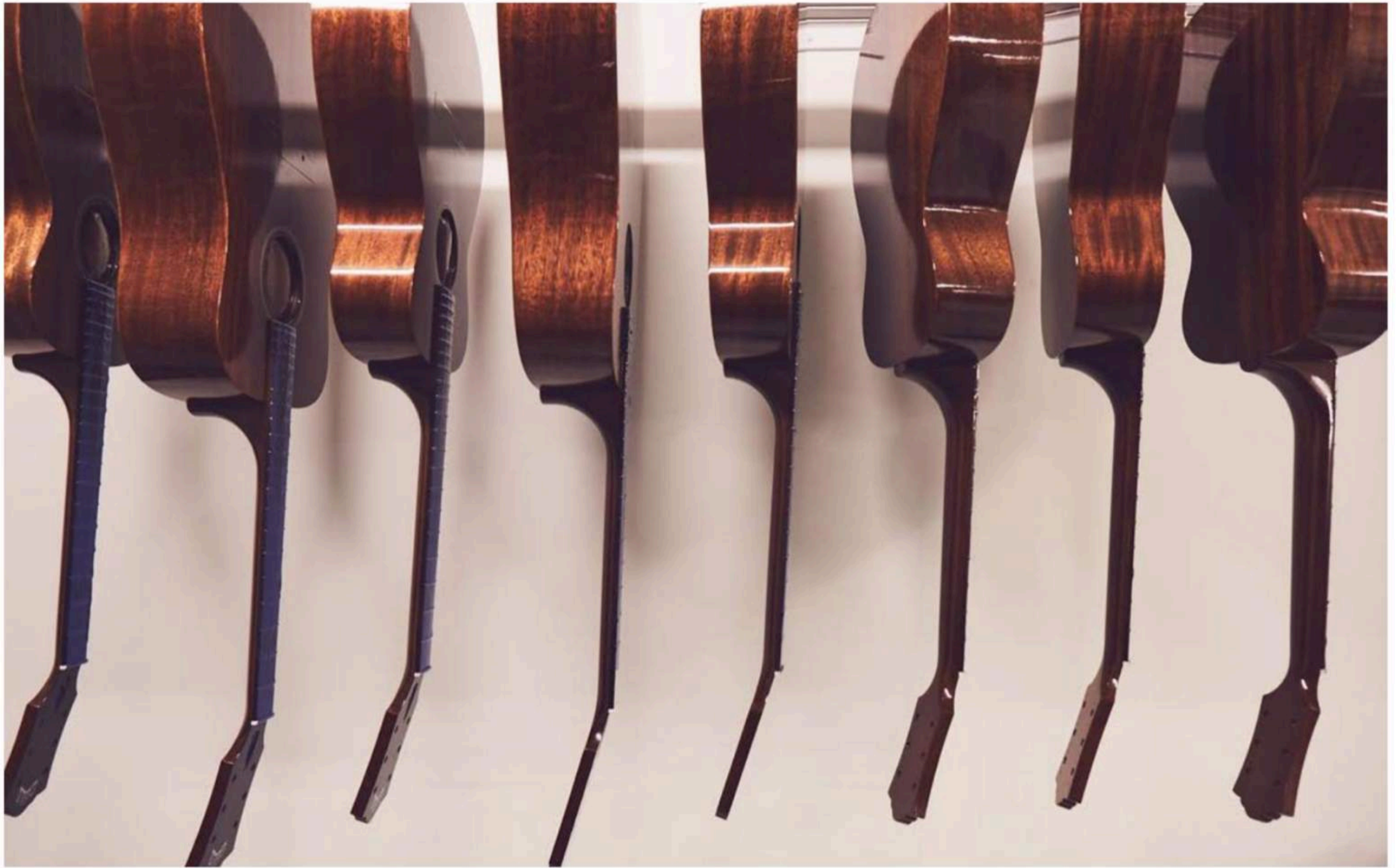


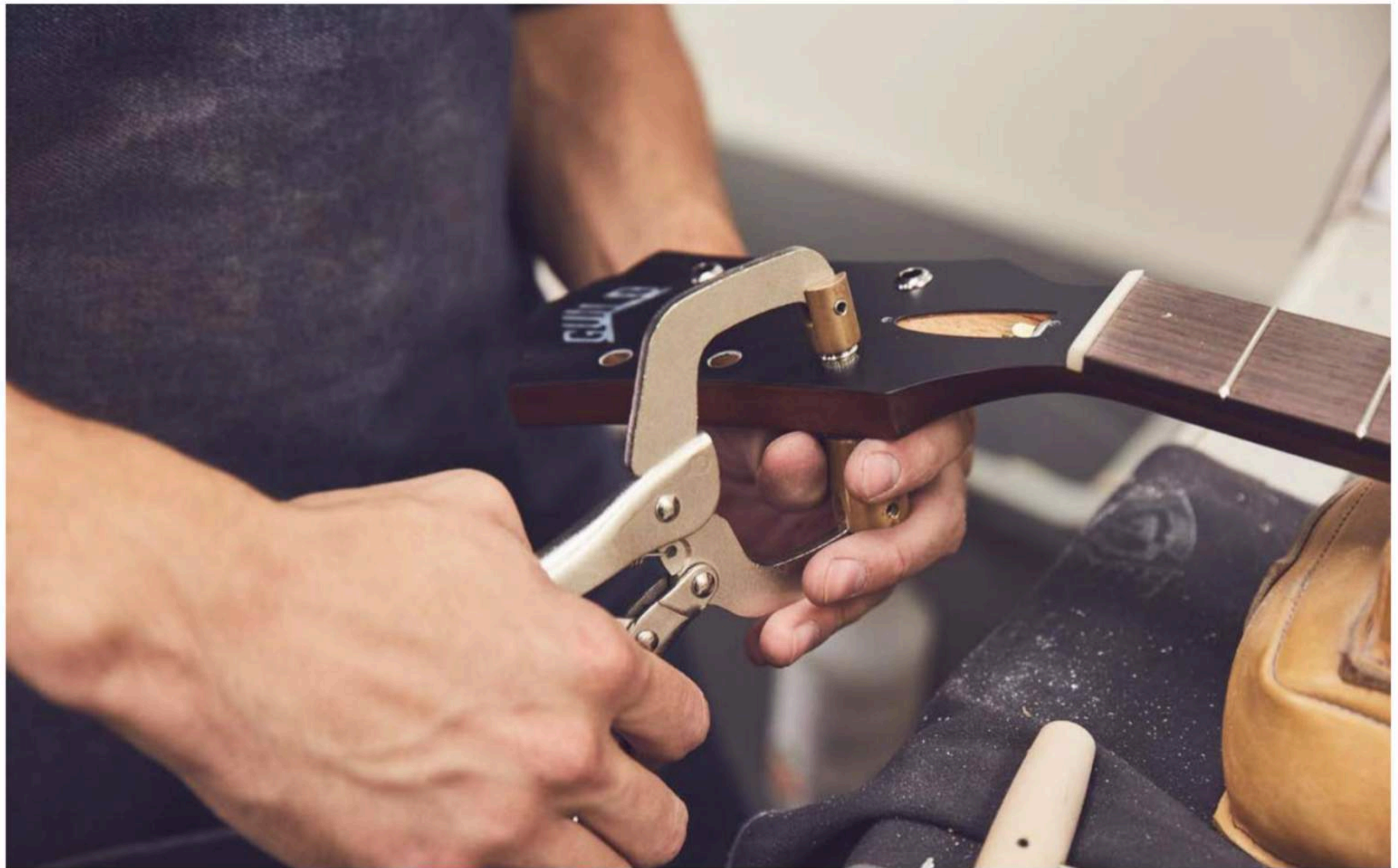


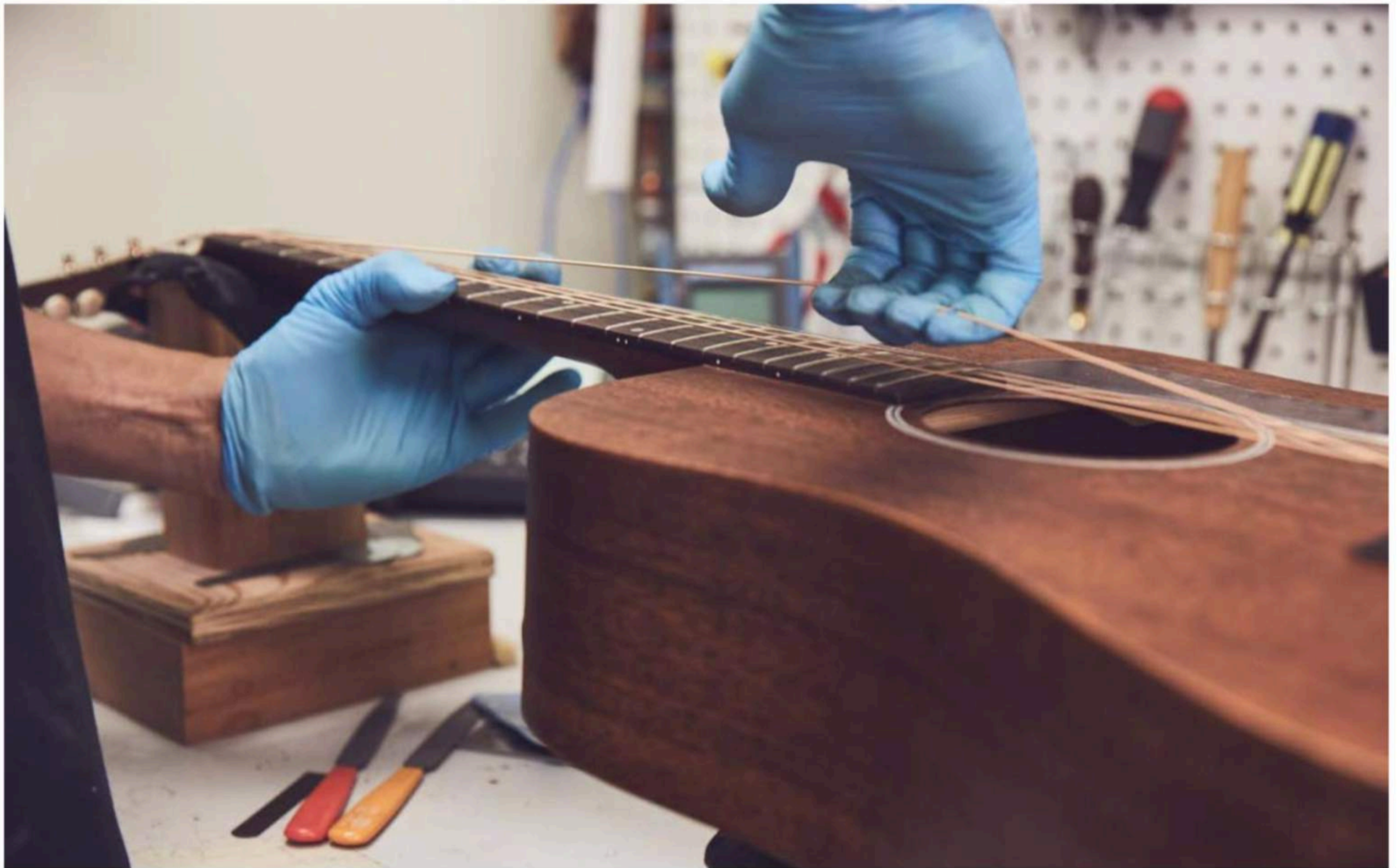














M-20

The new Guild lineup starts simply, with an all-time-classic: the M-20.

This solid mahogany, concert-sized model made famous by Nick Drake is core Guild. Modest. Pure.





D-20

The larger dreadnought body gives the D-20 a deep, powerful voice. It debuted in the late '60s and offers the same refined design, mahogany build, and satin finish.



Guild



Made^{TO} *BE* *Played*
SINCE 1953

