



## ESP GUITARS PRESS RELEASE

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### ESP USA INTRODUCES “MADE YOUR WAY IN THE USA” PROGRAM

ANAHEIM, CA (JANUARY 19, 2017) – In 2014, ESP Guitars (NAMM Booth #208A/B) debuted their **ESP USA Series**, comprised of guitars that are created entirely at the company’s North Hollywood, CA manufacturing shop. ESP USA has now announced that their USA-built models can be purpose-built to customer’s choices of body shapes, woods, finishes, and certain components.

“We’re very proud of the quality and detail that goes into every ESP USA model,” says Matt Masciandaro, president and CEO of The ESP Guitar Company. “To be clear, what we’re doing at the ESP USA shop is not the level of extreme customization that is offered at the ESP Custom Shop in Japan. However, we’re happy to provide a resource where customers can specify some of the most important aspects of their guitars.”

ESP USA’s “Made Your Way” program allows customers to choose between a number of body styles, such as ESP’s Eclipse, M, and newly released TE series. They can select from a wide range of body woods (including but not limited to flame and quilted maple), over 12 finish colors (including choices of gloss or satin finish types), and choice of pickups between active EMG or passive Seymour Duncan models.

The program is run in conjunction with ESP’s “Platinum Dealer” network. Customers work with their ESP dealer to specify their guitar’s requirements. Guitars that are in stock and pre-built to the specifications are made available immediately, while orders for other models are built to the customers specification and delivered after the manufacturing process.

ESP USA has also created an online gallery to showcase ESP USA models that are available and in stock at ESP dealers. More information on the ESP USA Series, its “Made Your Way” program, and all “New for 2017” guitars and basses in the ESP, ESP-E-II, and LTD Series, is available at the ESP Guitars web site at [www.espguitars.com](http://www.espguitars.com).

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**About ESP Guitars**

Founded in 1975, the ESP Guitar Company is a leading global manufacturer of quality musical instruments. ESP brands include Custom Shop, Exhibition Series, Signature Series, ESP USA, E-II, LTD and Tombstone. For more information call 800-423-8388 or visit [www.espguitars.com](http://www.espguitars.com).