



ESP GUITARS PRESS RELEASE

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ESP GUITARS DEBUTS NEW “ESP ORIGINAL” AND ESP E-II MODELS AT 2017 NAMM SHOW

ANAHEIM, CA (JANUARY 19, 2017) – Along with dozens of new models in their popular LTD Series and Signature Series, ESP Guitars (NAMM Booth #208A/B) is also showing several new models in their Japan-made **ESP Original** and **ESP E-II** guitar series.

The **ESP Arrow Rusty Iron** is a new finish for the bold Arrow shape that, as the name implies, has the look of weathered metal. It's a neck-thru-body design at 25.5" scale, with an alder body, three-piece maple neck, and ebony fingerboard with 24 extra-jumbo frets. The Arrow Rusty Iron features a Floyd Rose Original bridge, and Seymour Duncan Blackout active pickups. Like other instruments in the ESP Original Series, the Arrow Rusty Iron is made by hand at ESP's Tokyo, Japan-based custom shop.

Three new models are being introduced in the ESP E-II Series. These guitars, which replaced the former “ESP Standard” series, are produced in ESP's wholly-owned factory in Japan. The **ESP E-II Arrow-7 Babymetal** is a limited-edition guitar that commemorates ESP's relationship with the sensational Japanese pop metal band of the same name. It's a 7-string guitar that features neck-thru-body construction, EMG 707/81-7 active pickups, a Floyd Rose Original bridge, and a great-looking red finish on the body's bevels.

The EverTune constant tension bridge has been one of the most highly acclaimed new innovations in guitar technology in recent years. With the new **ESP E-II EC EverTune** and **Horizon-7 EverTune**, the special bridge, which uses mechanical springs inside the body cavity of the guitar to create precision tuning and intonation under almost any condition, is now available for the first time in ESP E-II models. The EC EverTune features set-thru construction with a mahogany body and one-piece mahogany neck with an ebony fingerboard, Gotoh locking tuners, and a uniquely powerful set of Seymour Duncan Sentient and Seymour Duncan Pegasus pickups. It comes in Black Satin finish. The Horizon-7 EverTune is a 7-string, neck-thru-body design. Its sound is powered by active EMG 85-7H and EMG 81-7H pickups in brushed black chrome.

More information on ESP's ESP Original, ESP E-II, and all “New for 2017” guitars and basses is available at the ESP Guitars web site at 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.