



Normandy Guitars: America's Lightweight Aluminum Guitar, Born in the U.S.A.

The Normandy guitar was born from a rocker's love of classic guitars and the smooth, unique sound of aluminum streaming from the strings. In 2007, Jim Normandy started Normandy Guitars, the company that would make the world's first production aluminum archtop. After 15 prototypes, the Normandy guitar was created.

The inspiration behind the Normandy guitar grew from Jim's solid start as a professional bass player in the 90's. Throughout the years, Jim stayed involved in the music industry as he focused on creating an innovative guitar with the sound and the design to be a frontrunner in the guitar market.

Smooth Transitions Strings up Success

Although the initial concepts focused around bass guitars, in 2005 Normandy Guitars switched to doing electric 6-string guitars to introduce them into the mainstream market.

Because of various tonal qualities and different grades of aluminum, it took time to get the right tone and sound until the specific design and the internal bracing was perfected. Now, with a patent pending since 2005, the final product is available for purchase and has gone from a dream to a solid contender in the guitar manufacturing world.

The Normandy guitar is manufactured and hand-riveted in Salem, Oregon: a product conceived, designed and produced in the U.S.A. The guitar is now available in nine colors and three different and unique finishes: chrome, powder coat and candy apple metal flake finish.

Normandy Guitars ensures the quality by hand-picking every component. Each guitar takes several months to finish. Discoveries like making their own overwound pick-ups for a high output that mimic that 1950's sound set them apart from the average wooden guitar. These quality components combined with the aluminum body allow for an incredible sound with greater sustain.

Vintage Look Draws New Crowd

The Normandy guitar pays homage to the classic Gibson and Gretsch, with a different material that allows notes to ring longer and clearer. Keeping costs low while maintaining quality has been a goal of Jim's from day one. Early Normandy fans expected the guitar to cost between \$5,000 and \$6,000, but affordability was key to Normandy from the get-go. Normandy guitars cost between \$2,000 and \$3,000, which is less than most top tier, wooden body electric guitars.

Jim's focus on quality and his experience on stage could well lead Normandy Guitars into the coveted list of top 10 guitar manufacturers in the world. Normandy Guitars is well on its way with this revolutionary, lightweight aluminum guitar.

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