



NEWS RELEASE

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NORMANDY GUITARS TO FEATURE CUTTING-EDGE ELECTRIC BASS, NORMANDY V AND NEW FINISHES AT WINTER NAMM 2009

First-Ever Aluminum Archtop Bass Guitar in Production to Make Debut

SALEM, ORE., 29 Oct., 2008 — When [Normandy Guitars](#) introduced the first production aluminum archtop guitar at the 2008 NAMM Show, it won [best of show honors](#). Now, Normandy is back with new instruments, styles and finishes that are sure to captivate musicians and industry personnel alike.

“At the 2008 show, I had one guitar to show,” says CEO Jim Normandy. “This time we’ll have three new instruments, including the first-ever aluminum archtop bass, several new finishes, and much more to share with the NAMM participants. We’ve expanded quickly in a short amount of time.”

After winning a best of show award at the 2008 NAMM Show in June and subsequently gaining international acclaim, Normandy Guitars generated a storm of interest from both the media and musicians. [Features](#) in national and regional magazines and newspapers have flourished because the Normandy is the first of its kind on the market; it is an intriguing story about a revolutionary new product.

The world’s first production aluminum archtop guitar captured the interest of professional musicians such as Mike Squires from “[Loaded](#),” [Pete Dinklage](#) (who used a Normandy on his recent cd produced by [Frank Black of the Pixies](#)) and David Catching from “[Eagles of Death Metal](#),” who states: “I’ve got to thank Jim Normandy for making the coolest new guitar out there. Not only is its beauty unsurpassed, it plays like a dream and sounds fantastic. More of a work of art than just an instrument!” You can see a Normandy Guitars interview from NAMM on [You Tube](#).

The three new instruments that will debut at NAMM are the Flying V guitar, the Hard Tail version of the archtop and the groundbreaking archtop Bass guitar. A multitude of finishes will be displayed including Normandy’s signature chrome and metal flakes (as seen in this e-mail). Musicians will be demonstrating the guitars at the Normandy booth throughout the convention. “I decided to make the Flying V just because it’s such a departure from the classic look and feel from the archtop,” explains Normandy. “It’s very angular and heavy metal guitarists would love it as well as just rockers. Plus, I’ve always personally loved flying V’s.”

Currently in the development phase, the aluminum archtop bass will be first seen and heard at NAMM. Like the Normandy archtop guitar, the bass is the first of its kind in production, highlighted with incredible sound quality virtual indestructibility.

Normandy Guitars is currently negotiating a North American distribution deal. In the meantime, customers can purchase a guitar directly from the manufacturer or call their local retailer. You can also find the guitars on one of the web’s largest retailers: [musiciansfriend.com](#).

About Normandy Guitars

The Normandy guitar is the world's first production aluminum archtop. These American-made guitars are manufactured and hand-riveted in Salem, Oregon. Known for their sustain qualities and warm tones, Normandy's lightweight aluminum electric guitars are an instant classic. The guitars are available in three styles: the original archtop, a stunning Normandy V, and the soon to be released bass guitar. They can be ordered in nine colors and three unique finishes. Normandy guitars are available online at [www.normandyguitars.com](#) or by calling 503.689.1998.

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