



# The Taylor Story: A Passion for Player-Friendly Design

It all started in 1974, when 19-year-old Bob Taylor and 21-year-old Kurt Listug bought the small guitar-making business in San Diego where both had been working, called the American Dream, and launched Taylor Guitars. They'd bonded over a shared passion for guitars and set out together to offer players a great product. Over time, Bob and Kurt transformed their tiny guitar shop into an industry-leading acoustic guitar manufacturer that sells guitars in 65 countries around the world. Our headquarters are in El Cajon, California (in San Diego County).

What's the secret of our success? It started with making acoustic guitars easier to play. Bob Taylor's slim-profile, ultra-playable necks were a game changer,

# **Opening** Notes

Hello! Thanks for your interest in the Taylor guitar line. We created this guitar guide with one overarching goal: to help you find a guitar that fits your needs and inspires you to play.

With so many brands, models and price points to choose from, how do you find the right guitar? That's what our guide is for. Whether you're a beginner or a seasoned player, in the pages ahead, we'll share helpful tips on what qualities to look for in an acoustic guitar. We'll explain how our different acoustic body styles and the woods used for them help create the musical personality of a guitar. We'll also walk you through the framework of our quitar line.

But ultimately, nothing beats the experience of seeing, holding and playing a guitar in person - of paying attention to how it feels and sounds in your hands, and how it invites you to express yourself musically. So we highly encourage you to play and compare different Taylor models at your favorite Taylor dealer. And don't be shy about asking questions - each store's Taylor-trained sales associates are happy to assist you.

Before you jump into the guide, here's a bit of background on us.

and players quickly gravitated toward the comfortable feel, which is still one of the most appealing gualities of our guitars. A guitar that's easier to play will be more inviting to beginners and more expressive to skilled players.

Along the way, Bob Taylor modernized the guitar-making process by harnessing modern technology to develop many innovative manufacturing tools and techniques that brought new levels of accuracy, refinement and consistency to acoustic guitars. This allowed us to set new guality standards in feel, sound and aesthetic beauty - and inspire generations of players in the process. (For more on what sets Taylor apart, see "The Taylor Difference" on page 3.)

# Meet Our Chief Guitar Designer, Andy Powers

Taylor's innovative design culture continues to propel us forward in an obsessive pursuit of improving the guitar-playing experience. That's why Bob Taylor hired a brilliant guitar maker named Andy Powers back in



2011 to be his design successor. Since then, Andy has served as our chief guitar designer and continues to bring enhancements to the feel and sound of our guitars, which have earned many industry awards and are played by some of the world's finest musicians. Andy is also Taylor's President and CEO.

# A Taylor for Every Type of Player

With Andy adding to the heritage of premium quality established by Bob Taylor, the Taylor guitar line currently boasts a wide range of guitar models. It's a diverse palette of musical flavors, but all Taylor models share important fundamental traits: exceptional playability, a clear, balanced musical voice, and premium craftsmanship that will allow your guitar to serve you reliably for many years.

In the end, even if you don't end up choosing one of our guitars, we hope our guide helps you find an instrument that does inspire you to play. Because making music is good for the soul.

Happy strumming!

Why do people choose to play a Taylor guitar? We can think of lots of reasons. From our perspective, they all flow from the same wellspring: our underlying passion for improving the guitar-playing experience. That creative drive set a teenage Bob Taylor on a path of innovation a half a century ago, and that push for continuous improvement laid the creative foundation of our culture, guiding our approach to everything we do. For anyone curious about what makes us unique, here are five things that players can count on from us.



# **Playing Comfort**

themselves more fluidly

of playability.

armrests and other contouring features.

# **Tone-Enhancing Innovation**

Our passion for ear-pleasing musicality has fueled our efforts to voice our guitars to inspire and perform at the highest level. It starts with guitars that stay in tune and readily respond with clear and balanced articulation. With chief guitar designer Andy Powers at the helm, our drive to refine the sound of our guitars has led to a steady stream of tone-enhancing and award-winning designs, such as our patented V-Class<sup>®</sup> bracing. This powerful tone-shaping platform allows us to create a wide range of musically inspiring acoustic flavors, offering something for every skill level and style of player. For many pro musicians and recording engineers, having a Taylor means having a reliable tool to get the job done, whether for songwriting, recording or performance.



# The Taylor Difference

# Five things that set the Taylor experience apart

Easy-playing necks are a hallmark feature of a Taylor guitar and the gold standard of playability across the acoustic guitar industry. This makes our guitars more accessible to beginners, reducing hand fatigue and accelerating their progress. For seasoned players, the slim profile and comfortable string setup of our necks translates into a fast feel that allows them to express

Our obsession with playability has led to innovative designs like the patented Taylor neck, which improves both stability and adjustability. This allows the geometry of our guitars to be set precisely for optimal performance, with unprecedented micro-adjustability to ensure a lifetime

We offer a range of other comfort-centric playing features within our guitar line, including different scale lengths, string tension profiles and neck profiles, along with ergonomic refinements to the guitar body, such as



# Precision Craftsmanship

A guitar design is only as good as the ability to produce it. One of Bob Taylor's greatest accomplishments as a guitar maker has been his pioneering work to transform guitar making from its old-world heritage into an innovative manufacturing operation that enables us to craft instruments with remarkable precision and consistency. We have an entire tooling and engineering division devoted to making our latest guitar designs production-ready. This includes everything from developing the software programs we use with our sophisticated computer-controlled mills and robots to fabricating our own tools and machines to help our skilled craftspeople produce our guitars. That unique integration of technology, tooling and skilled handcraftsmanship makes our guitar factory operation truly one of a kind. Not only does this allow us to imbue our guitars with impeccable detail work, but the superb build quality gives players an heirloom-quality instrument.



# Sustainability Leadership

We are deeply committed to safeguarding the future of the natural resources we use. Beyond our pursuit of ethical, socially responsible sourcing practices, we have pioneered several innovative sustainability initiatives around the world. Flagship programs include the Ebony Project in Cameroon, which funds research about ebony's ecology and has shaped a robust replanting initiative; Siglo Tonewoods in Hawaii, a collaboration with supply partner Pacific Rim Tonewoods to ensure a healthier future for koa by regenerating native forests; and a new Urban Wood initiative in tandem with an innovative California arborist to create new markets for wood from previously discarded trees that have been removed from municipal areas at the end of their life cycle. Not only does some of this wood make wonderful guitars, the project aims to support the re-greening of urban areas. Bob Taylor's vision of environmental stewardship at Taylor also led him to hire a forest policy expert to become our Director of Natural Resource Sustainability, a unique position within the guitar industry.



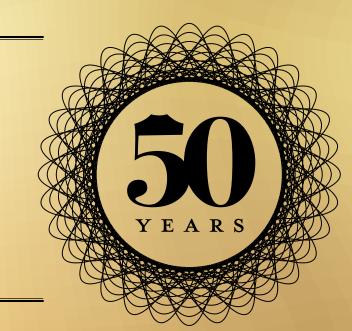


# Service & Support

Taylor is more than just a company that makes and sells guitars. We're equally passionate about providing the resources to support your guitar-playing journey, whether you need help choosing the right guitar or taking care of it. One of the best things about a well-made and wellmaintained guitar is that it will continue to sound better over time, and we love helping Taylor owners enjoy their instruments to the fullest. From friendly service to expert repair, you can count on a lifetime of attentive Taylor support.

# **Golden** Age

Taylor's 50th anniversary is a testament to passion, perseverance and innovation – plus the power of a great partnership.



# 1974 - 2024









Taylor Guitars co-founders Bob Taylor and Kurt Listug have come a long way since they embarked on their guitar-making journey together back in October of 1974. At the time, Bob was 19, Kurt was 21, and after teaming up with a third partner, Kurt's childhood friend Steve Schemmer, to buy the American Dream guitar-making

shop where the three had been working, they were excited to forge their own path in the guitar world. They had big dreams. They also had a lot to learn. "Things were hard for a really long time," Kurt says.

"We had to learn everything. How to build guitars. How to sell quitars. How to build a business."

But as Bob remembers, he and Kurt were fully committed to finding success.

"Kurt and I had this idea that if we were diligent in our work, tried to make good decisions, and each got better at what we could offer, maybe in ten years we'd have a viable company," Bob recalls.

Bob had already established himself as a skilled, driven guitar builder while at the American Dream, so he became

the lead designer and builder in their new venture, though initially, the building process was a collective effort.

"Steve did the finish work," Kurt says. "I built the guitar bodies and sold the guitars. Bob made the necks and strung up the guitars after being finished."

# A Fresh Chapter

After nine years of scraping by and learning from their mistakes, Bob and Kurt bought out Schemmer in 1983 and carried on as a two-man partnership, more determined than ever to turn the corner and be able to pay themselves on a regular basis.

From the beginning, Kurt had a natural aptitude for the business side of things and a drive to learn how to sell - something Bob wasn't particularly interested in. He was more focused on developing better ways of making guitars. That delineation became an important dynamic of their relationship and set the foundation for the company's future success: Bob would focus on making guitars and the tooling for them; Kurt would focus on selling them, building the business, and establishing the brand. The arrangement played perfectly to each of their strengths and passions, and they held each other accountable.

They shared other attributes that served them well: gritty resilience in the face of adversity; a belief in innovative, solution-oriented thinking on both sides of the company's operation; and the ability to take the long view in their decision-making, as Kurt explains.

"Even if a long-term decision required us to go outside of our comfort zone," he says, "if it was for the sustained success of the business, we'd do it. We grew very comfortable with the idea of going outside our comfort zone."

# Forward Momentum

Over time. Bob and Kurt transformed their small guitar shop into a world-class manufacturer without ever having to relinguish ownership control. Bob figured out how to make acoustic guitars easier to play with slimmer necks and a more comfortable setup. He also embraced modern tools and technology - often fabricating tools of his own to produce guitars more precisely, consistently and efficiently, with a feel and sound that appealed to players.

Kurt took countless road trips with a car full of guitars, logging thousands of miles, meeting with prospective dealers and slowly building a network of retailers who liked the playability of Bob's wares. He also built a uniquely

# A Timeline of

**Taylor Milestones** We're celebrating Taylor's 50th anniversary with a historical timeline that highlights some of the notable moments and developments at Taylor over the past five decades. From gamechanging guitar innovations that set Taylor apart to some of the artists who've played our guitars over the years, the timeline presents an informative chronology of Taylor's evolution through the years. You'll find the timeline at taylorguitars.com.

appealing brand identity for Taylor that tapped into the aspirational spirit of owning a high-quality guitar - an approach that was different from what other guitar companies were doing - that was inspired by what Harley-Davidson had done for their motorcycles in their ad campaigns

ronment in mind.

# In Their Own Words: An Oral History Podcast with Bob and Kurt

Taylor's milestone 50th anniversary year presented a golden opportunity to glean some of the company's colorful history straight from the founders themselves. So, starting in 2023, we began recording a series of conversations with Bob Taylor and Kurt Listug about their partnership and approach to growing Taylor Guitars from a tiny guitar shop into a renowned guitar manufacturer. Taylor's Director of Sales, Dave Pelletier, interviewed the two, starting with their respective upbringings and early interest in music and guitars and progressing through some of the key moments of their careers, from meeting at the American Dream to setting out on their own to establish and grow Taylor Guitars into the company it is today. If you're a Taylor fan, you'll enjoy hearing Bob and Kurt's personal stories, their philosophies of craftsmanship and business, and their insights about what it took to overcome the obstacles they faced to become an industry leader.



The rest is history. In the decades since, under Bob and Kurt's stewardship, Taylor has continued to grow and evolve as a company and a creative culture. They've stayed true to their vision of inspiring people to play guitar by relentlessly innovating to enhance the playing experience. And they've continued to make decisions with the well-being of their employees, partners and the envi-

In 2011, Bob hired Andy Powers to be Taylor's next-generation guitar design architect, ensuring that guitar-making innovation continues to be a central focus in the decades ahead. The company has launched several pioneering forestry initiatives, including a scalable ebony planting program in Cameroon and the restoration of native forests in Hawaii, which includes planting koa trees for future guitars. And to preserve the company's creative

culture, Bob and Kurt put a succession plan in place by making Andy a partner in 2020, and in 2021, transitioning the company to 100-percent employee-owned. Andy is now President and CEO (in addition to his role as Chief Guitar Designer), while Bob and Kurt remain closely involved as senior advisors.

For his part, Bob, even while reflective, continues to look ahead.

"Here we are at 50 years, and not only am I delighted with our progress but humbled by the success of Taylor Guitars," he says. "Fifty years is young for a guitar company, and there's so much more to do. I'd like to say a sincere thank-you to our dealers and the players who've trusted us enough to buy our guitars over the years. It's been a wonderful 50 years, and I'm not bored yet, nor too tired to keep going."

"Fifty years ago, a couple of kids barely out of their teenage years decided to build some guitars, hoping they could someday do that as a living," he says. "When they hammered their nail into the tree of music history, the music grew around this new addition and was forever changed for the better. Years later, and years ago, they asked another kid if I'd join in their journey. I feel fortunate to stand alongside Bob, Kurt and all the rest of us here at Taylor Guitars and say thank you to all of the players and enthusiastic dealers who have enjoyed the guitars we've made. We're excited to start into the next 50 years and see what grows."

As we like to say around the Taylor factory, the best guitar we make is the next one.

We grew very comfortable with the idea of going outside our comfort zone. 99

66

Kurt is similarly grateful for the many people who have supported Taylor's success over the years.

"We've had so many rewarding experiences and made lifelong friends over the past 50 years," he says. "And like a lot of people our age, we have a lot of good stories to share. Many thanks to my lifelong partner and collaborator, Bob, my family and wife Jenny for their support, all our past and present employees, the many music shops that sell our guitars, and of course all the guitar players around the world who have enabled us to pursue our dream."

From his perspective, Andy has enormous respect for what Bob and Kurt have accomplished and feels grateful for the opportunity to build on the company's legacy through the role that has been entrusted to him.

The 50th Anniversary **Taylor Limited Edition Guitar Collection** No milestone anniversary celebration would be complete without a thoughtfully designed collection of commemorative limited-edition Taylor guitars. For our 50th year, master builder Andy Powers and our product development team chose to create a specially curated assortment that represents the full spectrum of our guitar line, from the GS Mini to our Presentation Series. We'll be releasing the models in several waves throughout the year. You can learn more about our first series of releases elsewhere in this issue and at taylorguitars.com.



The series will be released episodically over the course of the year, and you can enjoy the conversations either as an audio podcast or via video. You can find the first episodes at taylorguitars.com.



# A Golden Collection: The 50th Anniversary Limited Edition **Taylor Showcase**

Our year-long guitar celebration will feature an assortment of commemorative models released throughout 2024. Here's the first wave.



Among Taylor's product development team, there was no shortage of ideas around special guitar designs that would appropriately commemorate the company's 50th year in business. In the end, we chose to celebrate the breadth of musical and aesthetic tastes of Taylor owners over the years and the diversity of the Taylor guitar line.

We're thrilled to begin a year-long rollout of limitededition guitars that were designed as a curated collection spanning the Taylor line. Some were inspired by player-favorite models over the years. Others are beautiful instruments that showcase fine tonewoods and exacting craftsmanship. Throughout the year, we plan to release 50th anniversary commemorative guitars that range from the GS Mini to the Presentation Series.

In honor of our golden anniversary, all the guitars in this collection will share the common design theme of gold tuners and ebony bridge pins featuring gold acrylic dots, along with a commemorative 50th anniversary label inside the guitar.

As special as this collection is for us, it's also a tribute to all the players who have made Taylor a part of their musical journey over the past half century. Whether you're a longtime Taylor enthusiast or just discovering our guitars for the first time, thank you, and enjoy!

# **50th Anniversary Builder's Edition 814ce LTD** Back/Sides: Indian Rosewood

Top: Sinker Redwood

Rosewood and redwood set the stage for a rich playing experience with this refined expression of Taylor's flagship model.

It would be downright criminal not to celebrate the quintessential Taylor model, the 814ce, with a special 50th anniversary edition. For starters, Taylor's rosewood/ spruce 800 Series is an integral part of our history, tracing back to 1975. Fast-forward to 1994, when Bob Taylor introduced his Grand Auditorium (GA) body style to celebrate the company's 20th anniversary, including a limited-edition rosewood/spruce XX-RS model. The GA shape found the sweet spot between the flatpicking-friendly Dreadnought and fingerstyle-focused Grand Concert, offering expanded musical versatility. It quickly grew in popularity to become Taylor's flagship body style. And once the 814ce joined the 800 Series, featuring a





cutaway and onboard electronics, the model came to embody the modern steel-string acoustic experience and became an indispensable tool for studio musicians and stage performers far and wide. Not to mention a consistent top-seller among recreational players.

With its iconic Taylor heritage, the 800 Series also became a focal point of Taylor's 40th anniversary in 2014 — a proverbial torch passed from Bob Taylor to Andy Powers signifying his role as Taylor's next-generation guitar designer. Andy embraced Taylor's philosophy of continuous design improvement, giving the series a comprehensive overhaul that once again raised the bar on playability and tone.

And just last year, Andy gave the 814ce his Builder's Edition treatment - in fact, delivering two versions, including a luxurious Blacktop edition.

For our 50th Anniversary rendition, Andy has crafted another Builder's Edition beauty, this time pairing Indian rosewood back and sides with a sinker redwood top. The redwood, taken from logs reclaimed from the rivers of northern California, responds with remarkable touch sensitivity, warmth and projection. Together with rosewood's rich lows and sparkling highs and voiced with our V-Class bracing, the tone is wonderfully complex with expressive dvnamic range

The guitar's sonic virtues are matched by a suite of comfort-enhancing playing features that define the Builder's Edition experience - in this case a beveled mahogany armrest, a beveled cutaway, chamfered, unbound body edges and a contoured Curve Wing



bridge. Elegant appointments give the guitar a distinctive aesthetic personality: a green abalone rosette framed with rosewood and maple/black purfling, a rosewood-bound soundhole, rosewood/maple/black top edge trim, and an Indian rosewood pickguard that complements the warm reddish-brown color of the top. The fretboard and peghe ad are outlined with thin maple purfling lines and decked out with Element inlays in gold-hued mother-of-pearl.

Other premium elements include Gotoh 510 antique gold tuning machines, Kona edgeburst back and sides accented with subtly contrasting maple purfling, and a gloss finish that wraps the body in a luxurious luster, highlighting its beautifully sculpted contours. The guitar comes with onboard ES2 electronics and ships in a Taylor deluxe hardshell case.

# **50th Anniversary** 314ce LTD

Back/Sides: Sapele Top: Torrefied Sitka Spruce

# A best-selling model that introduced many players to the all-solid-wood Taylor experience enjoys an aesthetic upgrade.

African sapele and the 300 Series first joined the Taylor line together as a new wood/series pairing back in 1998. At the time, sapele was widely associated with mahogany (and often referred to as African mahogany) due to its resemblance in look and sound. Together, the sapele/spruce 300 Series became the gateway to the all-solid-wood Taylor acoustic experience, dressed in clean appointments that helped make the series the most attractively priced solid-wood models Taylor offered for many years. And due to the appeal of our Grand Auditorium body style, the 314ce became, and has remained, a Taylor best-seller.

After 25 years of loyal service to recreational and working guitar players, we've decided to renew our vows. The 50th Anniversary 314ce LTD showcases premium enhancements, starting with a torrefied Sitka spruce top, specially roasted for a warm, played-in sound that's also more responsive, with added performance stability. Our roasting recipe for the top slightly darkens the Sitka soundboard, and we've enhanced that vintage character with an artfully sprayed shaded edgeburst around the body and neck. A firestripe faux-tortoiseshell pickguard adds another eye-catching visual touch to the top. Other featured appointments include a three-ring rosette with contrasting black and white purfling, black body binding, Gemstone fretboard/peghead inlays in Italian Acrylic, and a rich full-gloss body.

cal pursuits.

# **50th Anniversary** AD14ce-SB LTD

Back/Sides: Walnut **Top:** Sitka Spruce

# Our first spruce-topped cutaway Grand Auditorium joins the American Dream Series.

An American Dream model is apt for inclusion in our 50th Anniversary collection. The series name references the guitar-making shop where Bob Taylor and Kurt Listug first met in 1973 and purchased a year later to launch Taylor Guitars. In 2020, the American Dream name was revived to launch a new guitar series in response to the pandemic. The development period (during a factory shutdown) channeled the resilient spirit of Taylor's earliest years and the desire to meet the unique needs of players during an uncertain time, offering a high-quality all-purpose

Sonically, between the torrefied top and our V-Class voicing architecture, this Grand Auditorium will delight players with its range-roving musical versatility, serving up signature Taylor balance and clarity with pleasing warmth, projection and sustain. And the trademark playability of our neck promises to pull players in from the first strum. Onboard ES2 electronics and a Taylor deluxe hardshell case round out the offering. It all adds up to a beautifully crafted instrument that will deliver years of inspiring musi-







guitar featuring solid-wood construction designed without a lot of frills to make it more affordable to a wide swath of plavers.

For this anniversary model, the AD14ce-SB LTD, master builder Andy Powers chose our popular cutaway Grand Auditorium body style. The guitar features a solid Sitka spruce top paired with walnut, a tonewood that traces back to some of Bob Taylor's earliest guitars. A hand-sprayed tobacco sunburst top and firestripe pickguard give the guitar rootsy, neo-vintage appeal. Like other American Dream models, it features chamfered body edges for extra playing comfort, a thin matte finish on the body to optimize the acoustic resonance, and clean Italian acrylic dot inlays.

Sonically, the walnut and spruce pairing serves up a versatile acoustic palette with a pronounced midrange presence and balanced warmth. Together with the versatile Grand Auditorium body and V-Class voicing architecture, it's a guitar that's well-suited for a wide range of musical genres and playing styles. Equipped with onboard ES2 electronics, it ships in a super-durable AeroCase.









# **50th Anniversary Presentation Series LTDs**

50th Anniversary PS24ce LTD Back/Sides: Master-grade Hawaiian Koa **Top:** Master-grade Hawaiian Koa Paired with Koa Circa 74 amp (U.S. only)

50th Anniversary PS14ce LTD Back/Sides: Figured Walnut Top: Western Red Cedar Paired with Walnut Circa 74 amp (U.S. only)

50th Anniversary PS14ce LTD Back/Sides: Figured Urban Ironbark Top: Striped Sinker Redwood

Three glorious tonewood pairings and our most ornate inlay craftsmanship elevate these commemorative guitars to the level of musical fine art.

Given the special milestone of our 50th year, our anniversary collection warranted something truly exceptional. Bob, Kurt and Andy agreed that Taylor's luxurious, topof-the-line Presentation Series was the deserving design ethos. First launched as a series in 1996, our Presentation models have always showcased our finest tonewoods, ultra-premium appointments and elaborate inlay craftsmanship.

Through the years, the featured tonewoods of the series have rotated to reflect what we've had available in sufficient grade and quantity in our wood reserves, ranging from Brazilian rosewood to highly figured koa or maple to gorgeous cocobolo, often paired with our finest sets of spruce.

For similar reasons, we're offering these anniversary Presentation models in several different wood pairings (in limited quantities), each uniquely beautiful and all featuring our Grand Auditorium body style. The first is an all-koa edition featuring densely figured master-grade Hawaiian koa. Next, we have figured walnut from Bob Taylor's personal tonewood collection, paired with gorgeous Western Red cedar. Lastly, sets of magnificent figured Urban Ironbark are paired with richly striped sinker redwood.

In a nod to the original Presentation Series, each guitar will showcase the Byzantine inlay suite (fretboard, peghead and bridge) that was featured on those models, in green abalone. The visual complexity is reminiscent of classically ornate banjo inlays. Bob Taylor recalls collaborating with Taylor designer Larry Breedlove to create the inlay in the mid-'90s.

"We wanted a vine like old-school guitars and banjos, but we didn't want flowers or acanthus leaves," he says. "We wanted something a little more architectural."

All three PS models feature paua shell edge trim around the top, back, sides, neck and peghead; ebony armrest and binding (including soundhole); Gotoh luxury gold tuning machines; a paua rosette; a rich gloss-finish body; an ebony backstrap; and no pickguard. Both the walnut/cedar and ironbark/redwood models feature an elegant shaded edgeburst body and neck, while the koa model incorporates a natural finish.

# A Special Acoustic Amp Pairing

Coinciding with the first wave of our 50th anniversary models is the launch of a new, 2-in-1 acoustic guitar/ vocal amplifier, which we're introducing as a new brand called Circa 74. The amp features a beautifully crafted wood cabinet and includes a custom-built wood amp stand, with all the woodworking done on the Taylor campus in El Cajon. (For more on Circa 74, see our sidebar.)

To make these Presentation Series limited edition guitars even more special, in the U.S., two of the models will be offered with the inclusion of a limited-edition Circa 74 amp and stand, with the wood used for the amp cabinet and stand selected to match the wood used for the back and sides of the guitar. The all-koa PS24ce LTD will come with a Hawaiian koa amp/stand; the figured walnut PS14ce LTD will be paired with a figured walnut amp/ stand. (The figured ironbark model will be offered as a standalone guitar.)

For more details and complete specifications on our 50th anniversary commemorative models, visit taylorguitars.com. And be sure to check back as we add new models to the collection throughout the year.







# Introducing the Circa 74 2-in-1 acoustic/vocal amplifier + amp stand

What started as a side project by Bob Taylor and a few other tone- and gear-obsessed Taylor guitar nerds grew into Circa 74, a two-channel acoustic/vocal amp that combines warm sound, simple controls and elegant woodworking crafts-

The idea was to build a great-sounding acoustic quitar amp that musicians can also sind through. The guiding design thoughts: Make it compatible with a wide range of acoustic guitar pickups and playing environments. Make it practical and easy to use, without over-engineering it with too many controls or effects. Make the



add Bluetooth connectivity to stream music and play or sing along.

creative, freewheeling spirit of a startup, like the earliest days of Taylor Guitars, circa '74 — which

gave birth to the name. The result is a solid-state, 150-watt-powered amp that's compatible with all major acoustic guitar pickups and vocal mics, featuring two input channels, a streamlined 3-band EQ and room reverb, and other basic features that enhance its performance utility. For more details, visit Circa74.com.

# 50th Anniversary PS14ce LTD

Back/Sides: Figured Walnut Top: Western Red Cedar Paired with Walnut Circa 74 amp (U.S. only)



cabinet from an acoustic guitar tonewood to bring an extra-warm, smooth sonic character to the amplified tone. Give it the elegant aesthetic appeal of a finely crafted piece of furniture. And

Working on the project reminded Bob of the



50th Anniversary PS14ce LTD

Back/Sides: Figured Urban Ironbark Top: Striped Sinker Redwood





# **Taylor Body Shapes** How to find the size and sound that fit you best

Body shape is a great place to start your search for the right acoustic guitar model. That's because the shapely curves and depth that define the body's dimensions will influence both your physical relationship to the guitar and the type of voice it produces. Once you find the right shape, you can play and compare versions with different tonewood pairings. (For more on that, see our guide to tonewoods.) Here are a few considerations when it comes to comparing different body styles.

# Feel

Comfort is important, so pay attention to how the body proportions feel when you play. A smaller guitar with a more tapered waist and slightly shallower body depth tends to create a more intimate feel. With larger bodies, consider the comfort of your picking/ strumming arm in relation to the size of the lower bout, especially if you often play while seated. Body depth can also be a factor. Additionally, some Taylor models have advanced comfort features like chamfered (rounded) body edges or an armrest.

# **Neck-to-Body Relationship**

Though not part of the body, the neck is connected to it, so the orientation of the two is another key comfort consideration. One factor is the point where the neck joins the body (12th or 14th fret). Another is the string scale length (the length of the string from the nut to the saddle), which in some cases varies based on the body shape. These design distinctions will influence how close together your hands are when you play, the amount of string tension, and the spacing between frets.

### Sound

An acoustic guitar body is a natural amplifier for the strings. The body dimensions define the air capacity inside the guitar, and the amount of air volume tends to emphasize certain frequencies. In general, the smaller the air volume, the more focused the voice, often with an emphasis on upper-register frequencies. The greater the air volume, the bigger and deeper the voice, with an emphasis on low-end frequencies.

### The Secret Sauce: Bracing

An acoustic guitar's internal bracing architecture works in concert with the body shape and tonewoods to voice the guitar in unique ways. Our proprietary bracing patterns have been designed by master builder Andy Powers to optimize the tonal properties of each model. These include our award-winning V-Class® bracing, featured on most of our U.S.-made steelstring guitars. The patented design enhances the response of the guitar body to the vibrating strings, putting them more in tune with each other and producing more volume, more sustain and better harmonic agreement between notes. It's also a framework that can be fine-tuned in unique ways based on the body style and tonewood pairing, which creates a more distinc-

tive sonic personality for each model. Another proprietary voicing system, C-Class<sup>™</sup> bracing, is used with our Grand Theater body to coax more lowend warmth from the smaller guitar.

# How does a cutaway affect tone?

What people usually want to know is whether a cutaway diminishes a guitar's tonal output. The answer: not in a discernible way. One might argue that it enhances the tone in the sense that it offers access to more notes along the treble-side of the fretboard where the neck meets the body. We recommend that you decide based on whether you want that extra upper-fretboard range or simply based on your aesthetic preference, as some people prefer the more traditional, symmetrical look of a non-cutaway, while others favor the sleek contouring of the cutaway. Many of our models can be ordered with or without a cutaway, but some guitars are offered exclusively in non-cutaway form: all Grand Theater, Grand Pacific and Grand Orchestra models, plus the Academy Series, GS Mini Series and Baby Series.

# **Travel-size Body Shapes**

We also offer several scaled-down versions of existing body styles: the **GS** Mini (based on the Grand Symphony; see page 32), the **Baby Taylor** (a three-quarter-scale dreadnought) and the **Big Baby Taylor**. (Learn more about the Baby Series on page 33.)

# **Grand Theater (GT)**

(Most models end in a 1; e.g., 811)

Body Length: 18-1/2" Width at Waist: 9-5/16" Width at Lower Bout: 15" Depth from Soundhole: 4-1/4" String Scale Length: 24-1/8"

The GT sports the curves of the Grand Orchestra, but they're scaled into uniquely compact proportions, including a shorter scale length. Its dimensions position it between our Grand Concert and travel-friendly GS Mini. Thanks to Andy Powers' C-Class bracing wizardry, the GT packs the tonal depth of a full-size guitar into a form that's easy and fun to play. If you crave a parlor-style guitar reimagined for the modern era, wrap yourself around this body style and enjoy.

# Grand Concert (GC)

(Models end in a 2; e.g., 812)

Body Length: 19-1/2" Width at Waist: 8-3/4" Width at Lower Bout: 15" Depth from Soundhole: 4-3/8" String Scale Length: 24-7/8"

This compact shape blends an intimate feel with an articulate, touch-sensitive response. Voiced with V-Class bracing these guitars produce impressive volume and sustain. The 14-fret models lean toward a vibrant, high-definition sound, while 12-fret editions feature a slinkier handfeel and produce extra warmth and sweetness. We've also embraced the GC shape for most of our 12-string models to make the 12-string playing experience more accessible and musically useful.

# **Grand Auditorium (GA)**

(Models end in a 4; e.g., 814)

Body Length: 20" Width at Waist: 9-5/8" Width at Lower Bout: 16" Depth from Soundhole: 4-5/8" String Scale Length: 25-1/2"

Taylor's flagship shape remains our most popular for its comfort and musical range. The quintessential modern workhorse, its notes are vibrant, welldefined and balanced across the tonal spectrum, thanks in part to having a more tapered waist than a traditional dreadnought. It responds well to both fingerstyle and strumming, and it's a reliable tool for recording and live performance. Among our shapes, it's the Swiss Army knife of the line.



### Sound:

- Clear, focused voice with pleasing treble chime and controlled overtones
- 14-Fret: modern and articulate
- 12-Fret: warm. sweet tonal character
- Great for recording; fits nicely in a mix

# Feel & Fit:

- · Compact body and tapered waist feel comfortable and intimate
- 24-7/8" scale length provides a slinky, relaxed fretting-hand feel
- Highly touch-sensitive, giving the player a lot of nuanced control

### Sound:

- · Vibrant voice with articulate, balanced notes
- Impressive projection and sustain thanks to V-Class bracing
- Appealing midrange presence

# Feel & Fit:

- · Medium size with tapered waist
- makes it physically comfortable
- · Large enough to produce room-
- filling volume
- · Musically versatile, making it a great workhorse guitar

# Sound: • Rich, robust voice for its compact

weiaht · C-Class bracing accentuates the lower frequencies to produce a warm bass response

size - sonically punches above its

• Smaller body optimizes the response to a lighter touch

Feel & Fit:

- Compact body and neck dimensions make it ultra-comfortable to hold • 24-1/8" scale length makes it easy to
- form chords and bend strings Light string tension and condensed
- fret spacing add to the easy, agile feel

**Grand Pacific (GP)** (Models end in a 7; e.g., 517)

Body Length: 20" Width at Waist: 10-5/8' Width at Lower Bout: 16" Depth from Soundhole: 4-5/8" String Scale Length: 25-1/2"

Our round-shoulder dreadnought delivers a different flavor of Taylor tone: a warm, seasoned voice in which notes overlap in a way that recalls traditional acoustic recordings. The difference is that no studio enhancements are needed to produce great acoustic tone here. V-Class bracing pumps out clear lowend power, making this a more musical, usable voice that's as versatile as the Grand Auditorium and as assertive as a traditional dread

# **Dreadnought (DN)**

(Models end in a 0; e.g., 210)

Body Length: 20" Width at Waist: 11-1/16" Width at Lower Bout: 16" Depth from Soundhole: 4-5/8" String Scale Length: 25-1/2"

The most traditional body design in the Taylor family, our Dreadnought shape has continuously been refined over the years to create a clearer, more balanced sound (to go with our ultra-playable necks). The Dread's wider waist contributes to a robust voice with low-end power, a snappy midrange, and brilliant treble notes. Here, we've retained our X-bracing framework. The body shape is featured within the Academy, 100 and 200 Series.

# **Grand Symphony (GS)**

(Models end in a 6; e.g., 816)

Body Length: 20" Width at Waist: 9-7/8" Width at Lower Bout: 16-1/4" Depth from Soundhole: 4-5/8" String Scale Length: 24-7/8"

Featuring a larger air chamber than the Grand Auditorium, the Grand Symphony combines V-Class bracing with an innovative soundport cutaway. The two components work together to produce a high-fidelity, symphonic voice that's truly unique. The way the sound radiates creates an immersive, reverb-like effect with remarkable sustain. Together with its slightly shorter scale length and lightgauge strings, the GS is a great option for a seasoned player looking for a whole new acoustic experience.

# **Grand Orchestra (GO)**

(Models end in an 8; e.g., 818)

Body Length: 20-5/8" Width at Waist: 10-3/8" Width at Lower Bout: 16-3/4" Depth from Soundhole: 5" String Scale Length: 25-1/2"

Our biggest, deepest body shape has evolved from our former Jumbo shape. Our V-Class voicing architecture harnesses the Grand Orchestra's huge air capacity to unleash a powerful sound, capable of deep rumble and rich sustain. Yet equally impressive is its touch sensitivity, giving it remarkable dynamic range and impressive versatility. Currently the GO shape is offered with two wood pairings: rosewood and spruce or maple and spruce.





# Sound:

- Warm, blended sound with round, broad notes
- Clear, full-range power across the entire musical spectrum
- More versatile than other dreadnought-style guitars

# Feel & Fit:

- · Comfortable for traditional dreadnought players, with Taylor playability
- · Offered exclusively as a noncutawav
- · Musically versatile, making it another workhorse option

- Warm, powerful low end with punchy trebles for a "modern vintage" voice
- Throaty midrange character Lots of headroom for players
- who like to dig in

# Feel & Fit:

- Wider waist causes the guitar to sit slightly higher in the player's lap
- Traditional look and sound fit bluegrass and other roots music
- Responds well to flatpicking and a strong attack

# experience

Sound:

· Notes sound like they're growing as they sustain out

• Rich, piano-like voice with

symphonic musical response

• Soundport cutaway creates an

expansive, surround-sound

### Feel & Fit:

- Larger footprint and lung capacity than the Grand Auditorium
- 24-7/8" scale length and light-gauge strings make it
- comfortable and responsive · Expressive instrument for solo acoustic players



### Sound

- Powerful, commanding tone that remains balanced across the tonal spectrum
- Remarkable soft-touch responsiveness for a large guitar
- Huge dynamic range offers a broad, textured palette of musical colors

# Feel & Fit:

- Large and deep body but with a wider waist than old-style Jumbos
- Responsive doesn't require a heavy attack to activate the top
- · Great for players who want a deep bold voice and like to tune down

To watch videos that explore the unique sonic characteristics of each Taylor body style, explore our digital edition.

# Taylor Tonewoods How different tonewoods flavor a guitar's sound

Here's the thing: Describing the tonal properties of different woods is hard. Well, not hard, but insufficient. That's because, for starters, an acoustic guitar is made with different wood species that each contribute to the sound: the back and sides (the same species), the top, the neck, the fretboard, the bridge, the internal bracing. Each is just one ingredient in a complex recipe that requires thoughtful design and skillful craftsmanship.

Woods are to a guitar maker what ingredients are to a chef: They have certain inherent properties that translate into sonic flavors, but it's all about how the guitar maker works with them. So anytime you find yourself hungry to explore acoustic guitar tone, it helps to have an idea of what the guitar "chef" was trying to do in the first place.

Good guitar design is important because it helps harness the best of a wood's natural sonic characteristics to create a musically pleasing guitar. That's why we've been so excited about breakthrough designs like our V-Class and C-Class bracing, along with other techniques that help us continually refine the voicing and musicality of our instruments.

Another important takeaway is that wood sourcing is a fluid endeavor because we're trying to be responsible stewards of the natural resources we rely on, which means embracing new wood species (or grades) to help reduce our reliance on others. It means using woods that might not (yet) have the pedigree of, say, rosewood or mahogany, or the exotic allure of figured Hawaiian koa, but have musical virtues we feel we can showcase through Andy's designs. It also means thinking generations ahead and planting woods like ebony and koa for the future.

All that said, we think it's helpful to highlight some of the innate musical characteristics of the different woods we use to help you better understand the basic tonal nuances that distinguish them. Last year, we enlisted Andy to help us create the tone charts shown here. Even though these woods are just one part of a larger musical recipe, Andy identified four tonal properties that guide his design choices, and in turn, inform the sound of a guitar. Here's a recap of how they help flavor a guitar's tone profile.

# 1. Frequency Range

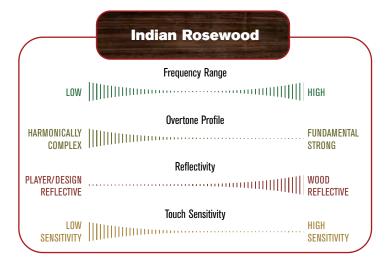
Think of an EQ curve. We often describe a wood's sonic attributes in terms of its tendencies to resonate in a certain frequency range (i.e., accentuating lows, mids or highs). For example, rosewood tends to favor low and high frequencies. Spruce tends to have a high-frequency preference.

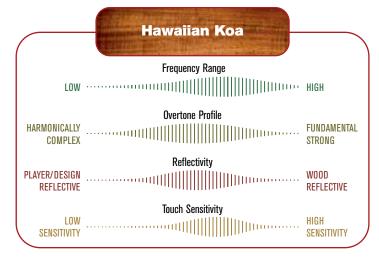
# 2. Overtone Profile

At one end of this scale is a wood's natural harmonic complexity – its tendency to resonate not only with the source note and string harmonics, but to also allow its own overtone additions to be heard. Think of rosewood's rich voice, with its ringing overtones. At the other end is a wood's tendency to focus more on the fundamental – basically to dampen its own overtone input, allowing only the source note and harmonics generated by the string to be heard. Think of mahogany's dry, focused voice.

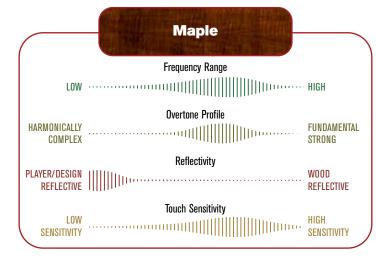
### 3. Reflectivity

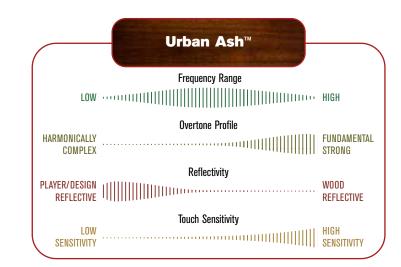
This spectrum indicates the degree to which the wood is inclined to take on the character of the player and/or guitar design versus asserting its own

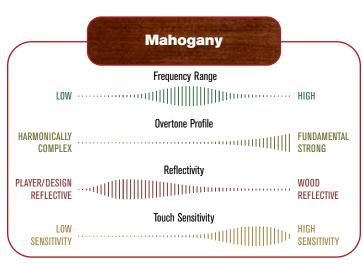


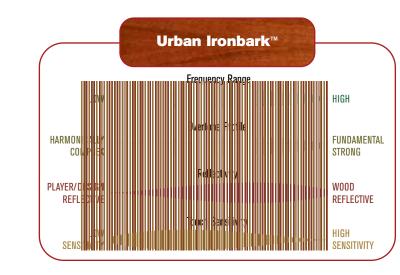












# Sapele Frequency Range Overtone Profile Overtone Profile Reflectivity W00D Reflectivity Touch Sensitivity HIGH SENSITIVITY

sonic character. This relates to the overtone profile mentioned earlier. As an example, we often describe a wood like maple as being player-reflective, which means it has a certain neutral or transparent quality that allows it to channel the player's style or the design of the instrument more directly. As a result, it can be more of a musical chameleon. Other woods, like rosewood, tend to have more intense character traits that will always flavor the sound, regardless of the player or instrument design.

# 4. Touch Sensitivity

This suggests how easily and immediately the guitar responds to a player's touch. It can be a reflection of different factors, such as the wood's density, strength and weight. At one end of the scale is a guitar that responds immediately to the lightest touch with an open and airy voice; at the other end is a guitar that responds well to a strong attack, producing dense and equally strong projection.

We often talk about touch sensitivity in the context of the soundboard. As an example, a cedar top is lightweight and has a high degree of touch sensitivity, which is why it often appeals to fingerstyle players with a light touch. A wood like Lutz or Adirondack spruce tends to have less touch sensitivity due to its strength and weight. It often shines in the hands of a player with a livelier attack and packs quite a sonic punch. A hardwood top like mahogany has a lower touch sensitivity, and with its natural compression, helps level out a heavier attack.

# Solid vs. Layered Woods

One key distinction between the woods we use is whether the tonewood is solid or layered. Solid woods produce the most complex tone, and the sound continues to improve with age. Every model in the Taylor line features a solid-wood soundboard.

Our layered-wood construction (back and sides on our 200 Series and below) consists of a middle core with a thinner layer on each side. Building guitars with layered-wood backs and sides allows us to use our resources efficiently, and we're able to arrange the woods with an alternating grain pattern to increase the guitar's stability and resilience.

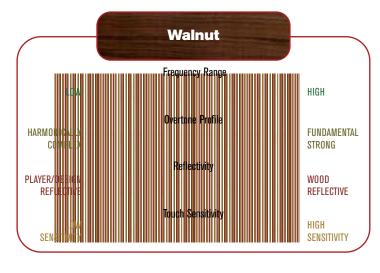
### Back and Side Woods

Hardwoods are used for the backs and sides of guitars. Acting as the supportive framework for the instrument, the back and sides contribute rigidity and stability that help coax greater sustain from the guitar, along with physical traits that emphasize different resonant frequencies. Think of them as natural tone controls for an acoustic guitar, adding bass, midrange and treble along with varying degrees of overtones.

# **Top Woods**

The wood used for a guitar's soundboard plays a key role in defining the overall tone of the instrument. Often, we use "soft" woods, which come from coniferous trees. Spruce and cedar are valued for their combination of being lightweight yet strong, possessing an elastic quality that allows them to be set in motion easily. These woods generally produce a wide dynamic range, and contribute their own unique musical flavor to the mix.

We also use hardwoods such as mahogany and koa as guitar tops. These denser materials require more energy to set in motion, and the vibration tends to move more gradually through them. The result is a kind of natural compression effect that rounds out the guitar's initial attack, producing a focused voice with fewer overtones. Hardwood-top guitars often amplify well.



To view tone charts of top woods like spruce and cedar, see our digital edition.

# The Taylor Line at a Glance

A snapshot of our series framework and tonewood pairings

# All-Solid-Wood Guitars

A guitar made with a top, back and sides of solid wood will produce the most complex sound and continue to improve with age

Presentation Series { Back/Sides: Honduran Rosewood Top: Sinker Redwood
Koa Series { Back/Sides: Hawaiian Koa Top: Hawaiian Koa or Torrefied Sitka Spruce (Builder's Edition)
900 Series Sika Spruce, Lutz Spruce (Builder's Edition 912ce) or Sinker Redwood (Builder's Edition 914ce)
800 Series Top: Sitka Spruce, Adirondack Spruce (Builder's Edition 814ce) or Lutz Spruce (Builder's Edition 816ce)
<b>700 Series</b> Back/Sides: Select-Grade Hawaiian Koa or Indian Rosewood (Builder's Edition 717e) Top: Select-Grade Hawaiian Koa or Torrefied Sitka Spruce (Builder's Edition 717e)
600 Series Top: Torrefied Sitka Spruce or Sitka Spruce (618e)
500 Series Top: Torrefied Sitka Spruce
400 Series { Back/Sides: Indian Rosewood Top: Sitka Spruce
<b>300 Series Back/Sides:</b> Sapele (Spruce Top) or Mahogany (Mahogany Top) <b>Top:</b> Sitka Spruce or Mahogany
American Dream Series Back/Sides: Walnut (Spruce Top) or Sapele (Mahogany Top) Top: Spruce or Mahogany

# Layered-Wood Guitars

Guitars crafted with layered-wood back and sides, featuring three layers of wood, paired with a solid-wood top

200 DLX Series Back/Sides: Layered Hawaiian Koa Top: Hawaiian Koa
<b>200 Plus Series Back/Sides:</b> Layered Hawaiian Koa, Rosewood or Maple <b>Top:</b> Torrefied Spruce
<b>200 Series Back/Sides:</b> Layered Hawaiian Koa or Walnut <b>Top:</b> Torrefied Spruce
100 Series Back/Sides: Layered Sapele Top: Torrefied Spruce
Academy Series Back/Sides: Layered Walnut Top: Torrefied Spruce
<b>GS Mini Back/Sides:</b> Layered Sapele, Hawaiian Koa or Rosewood <b>Top:</b> Hawaiian Koa, Torrefied Spruce or Mahogany
Baby Series Back/Sides: Layered Walnut, Sapele or Hawaiian Koa Top: Torrefied Spruce, Mahogany or Hawaiian Koa

Electric Guitars	814 <b>c</b> e "
<b>T5z Series { Top:</b> Figured Koa (Custom), Figured Maple (Pro) <b>Body:</b> Urban Ash	814ce «
	Of

# **Custom Guitars**

Create a guitar that stands out as a personal expression of your musical tastes. Choose from a robust menu of custom specifications, including premium-grade tonewoods, appointments and more.

# A Guide to Taylor Acoustic Model Numbers

# Wood&Steel 15

Most Taylor acoustic models are organized by series, featuring the numerical 100 through 900 Series, along with our Baby, GS Mini, Academy, American Dream (AD), Koa (K) and Presentation (PS) Series. Here's how our model numbering system works:

# **814ce**

**814Ce** The first digit (or letter) identifies the series (e.g., 800 Series). Each series is distinguished by the type of back and side woods and other material/aesthetic appointments used, such as inlays and binding.

814Ce The second digit designates two things: first, whether the guitar is a 6-string or a 12-string, and second, whether the top features a softwood like spruce or cedar or a hardwood like mahogany or koa.

# 6-string Models:

- If the middle digit is **1**, it has a softwood top (e.g., 314ce)
- If the middle digit is **2**, it has a hardwood top (e.g., 324ce)

# 12-string Models:

- If the middle digit is **5**, it has a softwood top (e.g., 352ce)
- If the middle digit is 6, it has a hardwood top (e.g., 362ce)

814Ce The third digit identifies the body shape according to this numbering system:

- **0** = Dreadnought (e.g., 210ce)
- $\mathbf{1} = \text{Grand Theater (e.g., 811e)}$
- 2 = Grand Concert (e.g., 712ce)
- $\mathbf{4} = \text{Grand Auditorium (e.g., 414ce)}$
- 6 = Grand Symphony (e.g., 816ce)
- 7 = Grand Pacific (e.g., 517e)
- $\mathbf{8} = \text{Grand Orchestra (e.g., 618e)}$

"C" indicates a model with a cutaway in the body

"e" indicates a model with onboard electronics

Other Model Name Indicators Some Taylor models include additional letters. These can identify several things:

Nylon-string models (e.g., 812ce-N)

Alternative back/side woods within a series (e.g., 214ce-K = koa)

**Color treatments** (e.g., 214ce-SB = Sunburst; 517 WHB = Wild Honey Burst; 214ce-BLK = Black)



# **BUILDER'S EDITION** COLLECTION

Taylor's remarkably diverse Builder's Edition collection embodies our envelope-pushing efforts to advance the playing experience in both feel and sound. Launched in 2018 in tandem with our tone-enhancing V-Class bracing, these guitars showcase ultra-premium craftsmanship with ergonomic features like beveled armrests, contoured cutaways and other nuanced details that bring out the very best in musical expression. Our collection has grown to more than a dozen models, each designed by master builder Andy Powers to offer a uniquely inspiring musical personality in look, feel and sound. The latest addition to the family is the spectacular Builder's Edition 914ce, featuring back and sides of Honduran rosewood and a top of sinker redwood.





# Available Models

Builder's Edition K14ce | Builder's Edition K24ce Builder's Edition 914ce | Builder's Edition 912ce Builder's Edition 912ce WHB | Builder's Edition 816ce Builder's Edition 814ce | Builder's Edition 814ce Blacktop Builder's Edition 717e | Builder's Edition 717e WHB Builder's Edition 652ce | Builder's Edition 652ce WHB Builder's Edition 614ce | Builder's Edition 614ce WHB Builder's Edition 517e | Builder's Edition 517e WHB Builder's Edition 324ce







For full details on all Builder's Edition models, including photos, video content, model descriptions and complete specifications, scan the code or go to taylorguitars.com





# PRESENTATION SERIES

Our illustrious Presentation Series artfully integrates top-shelf tonewoods, deluxe comfort features and ornate appointments into the pinnacle of Taylor artistic expression. It starts with the pairing of premium Honduran rosewood — known for its rich, ringing overtones - with beautifully variegated sinker redwood. A sculpted ebony armrest elevates the playing comfort, while lavish inlay detailing (including an inlaid rosewood pickguard) places these guitars in an elite echelon of aesthetic refinement. The series is thoughtfully distilled into two body styles, the Grand Auditorium PS14ce and Grand Concert PS12ce (with a 12-fret GC also offered). Equipped with Gotoh 510 tuners that boast a precise 21:1 gear ratio and voiced with our tone-enhancing V-Class bracing, these guitars are more than exquisite showpieces; they're crafted to sing out with a rich, resonant voice.

To commemorate our 50th anniversary, we've also crafted several small-batch runs of limited-edition Presentation Series guitars. For more on those, see our 50th anniversary guitar collection.

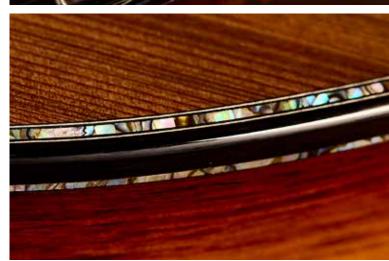
# Specifications

Back/Sides: Honduran Rosewood Top: Sinker Redwood (Optional Adirondack Spruce) Finish: Gloss 6.0 with Shaded Edgeburst (back and sides only) Rosette: Single-Ring Paua with Bound Soundhole Fretboard Inlay: Paua California Vine Body Edge Treatment: Crelicam Ebony Binding with Paua Edge Trim Premium Features: Ebony Radius Armrest, Paua Trim (Top, Back, Sides, Fretboard Extension, Fretboard, Peghead, Armrest), Ebony Backstrap, Peghead/ Bridge/Pickguard Inlays, Antique Gold Gotoh 510 Tuners (12-Fret Models: Nickel Slot-head Tuners with Ebony Buttons)

Available Models PS12ce | PS12ce 12-Fret | PS14ce

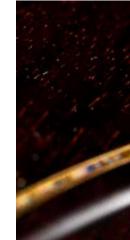
















# KOA SERIES

We love Hawaiian koa, which is why we're planting it for future generations of musical instruments. A visual virtuoso with tonal brilliance that sweetens with maturity, koa's pronounced grain patterns and warm golden-brown hues make this series a delight for the senses. Producing a vibrant midrange response, clear trebles and a hint of low-end warmth, each guitar reveals the essence of koa's natural visual and aural splendor. The sets selected for our Koa Series feature seductive figure, with each guitar showcasing unique character. Standout models include the Grand Auditorium K24ce, along with its ultra-premium Builder's Edition counterpart, which boasts a comfort-boosting beveled armrest and cutaway, plus the torrefied spruce-topped Builder's Edition K14ce. Elegant wood and paua shell detailing traces each guitar's contours, and standard models in the series feature a shaded edgeburst that elevates koa's innate beauty. These guitars celebrate a revered tonewood and promise a lifetime of musical inspiration.

# Specifications

# Back/Sides: Hawaiian Koa

Top: Hawaiian Koa Finish: Gloss 6.0 with Shaded Edgeburst (Entire Guitar)

Rosette: Single-Ring Maple with Koa/Black Purfling

Fretboard Inlay: Maple Spring Vine Body Edge Treatment: Pale Non-Figured Maple Binding

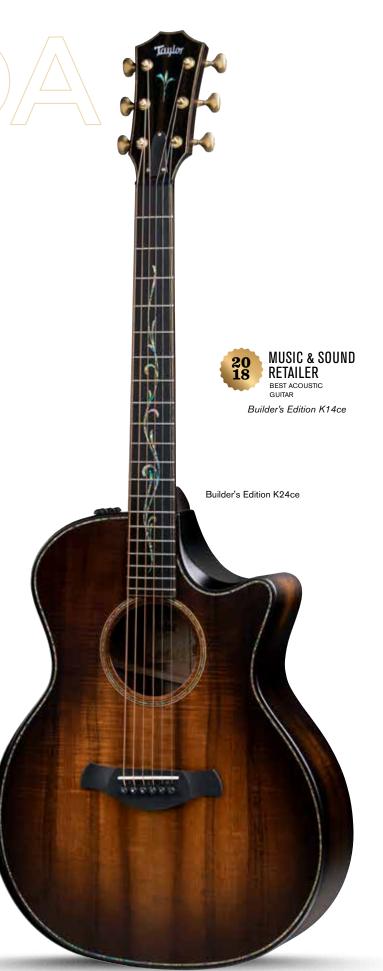
Premium Features: Antique Gold Gotoh 510 Tuners (12-Fret Models: Nickel Slot-head Tuners with Ebony Buttons), Black/Koa/Maple Top Purfling, Maple Peghead/Fretboard Purfling

# Available Models

K21e\*

K22ce | K22ce 12-Fret Builder's Edition K14ce\* Builder's Edition K24ce\* | K24ce K26ce

\*For model specs, visit taylorguitars.com







Blending supreme craftsmanship and exquisite artistic appointments, the 900 Series presents our premier family of allsolid-wood, U.S.-made Indian rosewood/ Sitka spruce guitars. This classic tonewood pairing delivers a warm, full-spectrum tone characterized by chiming highs and rich lows, creating a harmonious balance that allows for expressive articulation. With our V-Class bracing, players will love how well-behaved the bell-like overtones of rosewood are as notes bloom, along with the extra power behind the upper-register notes. Distinctive features on all standard models include a radiused armrest, precision-engineered Gotoh 510 tuning machines, our Ascension inlay scheme and paua/koa edge trim. The Builder's Edition 912ce WHB is a visual standout with its Wild Honey Burst top and Kona edgeburst on the back and sides. And for something truly extraordinary, don't miss the new Builder's Edition 914ce, featuring Honduran rosewood and striped sinker redwood.

# Specifications

Back/Sides: Indian Rosewood Top: Sitka Spruce Finish: Gloss 3.5 Rosette: Single-Ring Paua with Bound Soundhole Fretboard Inlay: Abalone/Mother-of-Pearl Ascension Body Edge Treatment: West African Ebony Binding with Koa Purfling Premium Features: Ebony Radius Armrest, Paua/Koa Trim (Top, Back, Sides, Fretboard Extension, Fretboard, Peghead, Armrest), Ebony Backstrap, Antique Gold Gotoh 510 Tuners (12-Fret Models: Nickel Slot-head Tuners with Ebony Buttons)

# **Available Models**

912ce | 912ce 12-Fret Builder's Edition 912ce\* Builder's Edition 912ce WHB\* 914ce | Builder's Edition 914ce\*

\*For model specs, visit taylorguitars.com











# Available Models

811e\* 812ce | 812ce 12-Fret | 812ce-N 814ce | 814ce-N Builder's Edition 816ce\* Builder's Edition 814ce\* Builder's Edition 814ce Blacktop\* 818e

\*For model specs, visit taylorguitars.com

Scan the code to watch a video comparison of several 800 Series models.

# 800 SERIES

For decades, our flagship rosewood/spruce 800 Series has honored two all-star tonewoods and the high-fidelity, full-spectrum sound they produce together. This collection is loaded with musical personalities — choose from five body styles, several ultra-refined Builder's Edition offerings, and even a pair of nylon-string models. Our patented V-Class bracing architecture brings rosewood's natural overtones into ear-pleasing musical harmony, yielding strong projection and rich sustain. Together with an ultra-playable Taylor neck and top-shelf craftsmanship, each guitar is built to deliver a reliable stage- and studio-worthy playing experience. Popular models include the versatile Grand Auditorium Builder's Edition 814ce — offered either with a natural top or as a Blacktop — and the truly unique Grand Symphony Builder's Edition 816ce, which features a soundport cutaway that helps create an immersive, wide-angle sonic experience. In the end, the 800 Series invites you to choose your musical adventure - and rewards you with a scenic sonic journey.

# Specifications

# Back/Sides: Indian Rosewood

Top: Sitka Spruce

Finish: Gloss 4.5 (818e: Gloss 6.0 with Antique Blond Top) Rosette: Single-Ring Abalone with Bound Soundhole (818e: Single-Ring Paua with Bound Soundhole) Fretboard Inlay: Mother-of-Pearl Element or Mother-of-Pearl/Ivoroid Mission (818e)

Body Edge Treatment: Pale Non-Figured Maple Binding

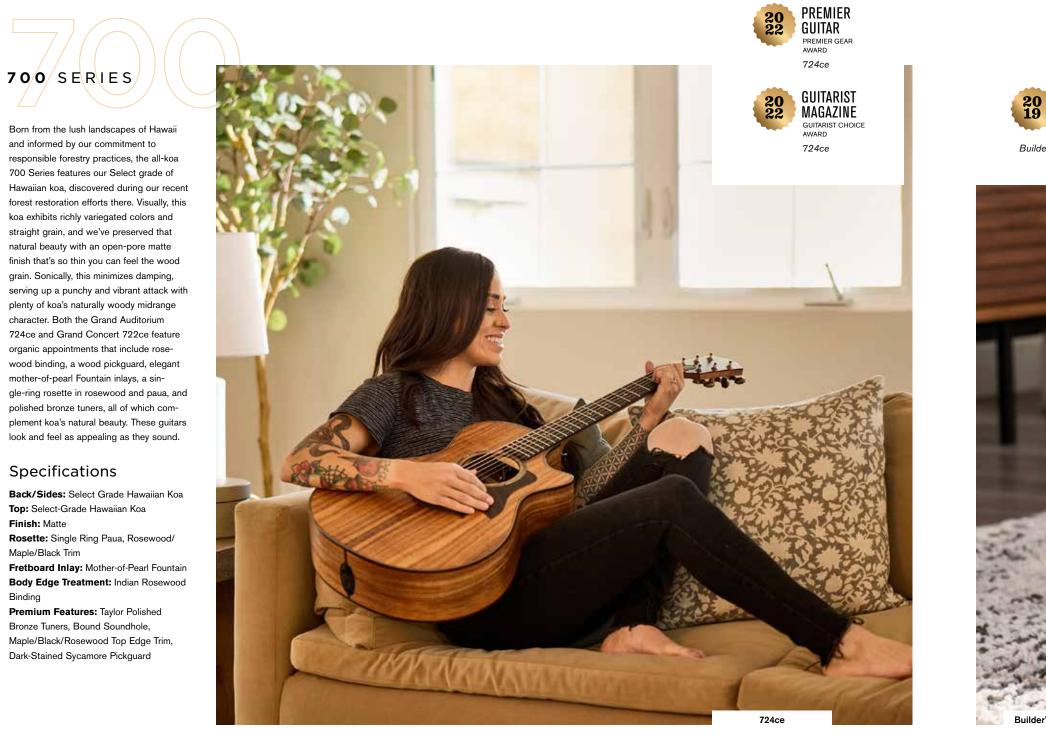
Premium Features: Rosewood Radius Armrest (812ce, 812ce 12-Fret, 814ce), Rosewood Top Trim (818e: Koa/Ivoroid Top Trim), Smoked Nickel (812ce, 814ce) or Nickel (818e) Tuners (12-Fret Models: Nickel Slot-head Tuners with Ebony Buttons; Nylon Models: Classical Nickel with Pearloid Buttons), Rosewood Pickguard (Steel-String Models)













Finish: Matte

Binding

Maple/Black Trim





# Available Models

722ce | 724ce Builder's Edition 717e\* Builder's Edition 717e WHB\*

\*For model specs, visit taylorguitars.com

# \*For model specs, visit taylorguitars.com

612ce

618e



# 600 SERIES

Maple's natural sonic transparency makes it a highly reflective tonewood, channeling the intricacies of individual playing styles and the guitar design. Our 600 Series marries beautiful figured Big Leaf maple backs and sides with torrefied spruce tops. This pairing yields a harmonically rich sound, balancing the crisp articulation of maple with the warmth and dynamic response of spruce. Torrefied spruce tops produce extra sweetness and a naturally aged sound from day one. The V-Class voicing recipe for these guitars coaxes greater warmth, richness and sustain from them, which broadens their musical utility. Whether you prefer the versatile and visually stunning Wild Honey Burst Grand Auditorium Builder's Edition 614ce, the compact, easy-playing 12-string/12-fret Grand Concert Builder's Edition 652ce, or the big-bodied, bold-voiced Grand Orchestra 618e, you'll find each 600 Series guitar to be remarkably responsive to your personal playing style.

# Specifications

Back/Sides: Figured Big Leaf Maple Top: Torrefied Sitka Spruce (618e: Sitka Spruce) Finish: Gloss 4.5 with Brown Sugar Stain (618e: Gloss 6.0 with Antique Blond Finish) Rosette: Single-Ring Paua with Bound Soundhole Fretboard Inlay: Grained Ivoroid Wings or Mother-of-Pearl/Ivoroid Mission (618e) Body Edge Treatment: West African Ebony or Pale Non-figured Maple Binding (618e) Premium Features: Ebony Backstrap with Inlay (excludes 618e), Grained Ivoroid Top/Back Trim, Sycamore Pickguard

# Available Models

Builder's Edition 652ce\* Builder's Edition 652ce WHB\* 614ce | Builder's Edition 614ce\* Builder's Edition 614ce WHB\*











Urban Ironbark (commonly known as red ironbark eucalyptus), sourced from Taylor's home state of California as part of our urban wood stewardship initiative, embodies our commitment to responsible tonewood procurement — and world-class sound. With its dense physical properties, ironbark delivers a tone that's bold, rich, sweet and sonically balanced, with lush resonance and piano-like fidelity reminiscent of Indian rosewood. Paired with a roasted spruce top and voiced with V-Class bracing, these guitars yield amazing touch sensitivity and potent projection that together translate into a wide dynamic response. Refined aesthetic details include Aerial inlays, an abalone rosette, a gloss-finish body and a subtle edgeburst that complements the rich reddish hues of the ironbark. Model offerings include the Grand Auditorium 514ce (which earned Guitar World's 2022 Platinum Award) and three Grand Concerts - the 14-fret 512ce, a 12-fret version, and the 12-string 552ce. If you haven't sampled our ironbark guitars yet, we highly recommend a testdrive.

# Specifications

Back/Sides: Urban Ironbark Top: Torrefied Spruce Finish: Gloss with Shaded Edgeburst (Entire Guitar) Rosette: Single-Ring Abalone with Maple/Black Purfling Fretboard Inlay: Italian Acrylic Aerial Body Edge Treatment: Faux Tortoiseshell Binding

# Available Models

512ce | 512ce 12-Fret | 552ce 514ce Builder's Edition 517e\* Builder's Edition 517e WHB\*

\*For model specs, visit taylorguitars.com













# 400 SERIES

Our 400 Series blends premium tonewoods and stage-friendly visual appeal, catering to the diverse needs of working musicians. Each model pairs solid Indian rosewood back and sides with a solid Sitka spruce top, delivering warm lows, clear trebles and a midrange that offers a comfortable bed for vocals. Our V-Class bracing architecture bolsters the volume and sustain and delivers remarkable pitch accuracy all the way up the neck, revealing the rich overtone character of the classic rosewood/spruce tonewood combination in a harmonious way. Choose from three body styles: the versatile Grand Auditorium 414ce, the fingerstyle-friendly Grand Concert 412ce and the warm-toned workhorse Grand Pacific 417e, a round-shoulder dreadnought. A dusky tobacco sunburst top, gloss-finish body and crisp white binding project elegant neo-vintage style worthy of the spotlight. Equipped with onboard ES2 electronics and a deluxe hardshell case, the 400 Series continues to be a reliable companion for a lifetime of recording sessions, live performances and spontaneous musical exploration.

# Specifications

Back/Sides: Indian Rosewood Top: Sitka Spruce Finish: Gloss with Tobacco Sunburst Top Rosette: Single-Ring Agoya Shell Fretboard Inlay: Italian Acrylic Finial Body Edge Treatment: White Binding

# Available Models

412ce | 414ce | 417e

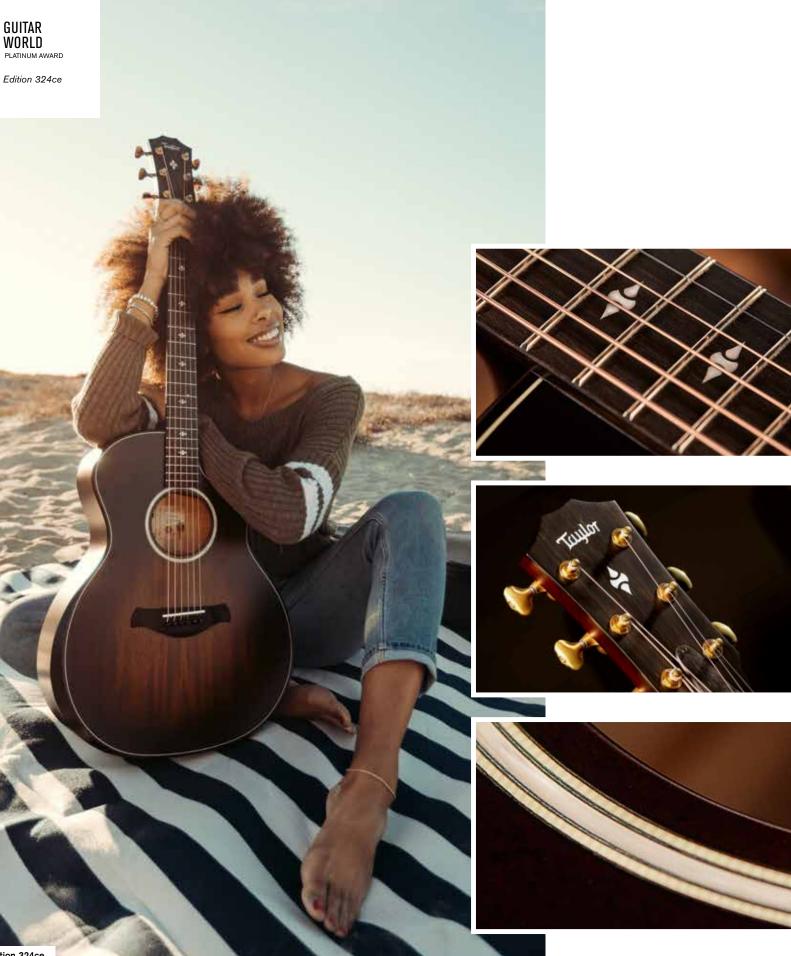




GUITAR 20 20 WORLD

Builder's Edition 324ce







# AMERICAN DREAM SERIES

Designed to serve everyday players including gigging musicians, our American Dream instruments are the most accessibly priced solid-wood, U.S.-made guitars in our line. Offering premium playability and performance at an exceptional value, these versatile instruments combine reliable workhorse performance with thoughtfully distilled detailing like chamfered body edges for extra picking arm comfort and a super-thin matte finish for optimal acoustic resonance. Choose from two tonewood pairings: walnut topped with spruce or sapele with a hardwood mahogany top. Popular models include the sapele/mahogany Grand Auditorium AD24ce - a great choice for lively strummers; the compact walnut/spruce Grand Concert AD12e-SB, featuring a tobacco sunburst top; and the walnut/spruce, sunburst-top Grand Pacific AD17e-SB, also offered as a Blacktop. Onboard ES2 electronics on all models make them plug-and-play ready for live shows or recording, while the Taylor AeroCase that comes with each guitar packs incredible protective strength into a super-lightweight, ultra-portable form.

# Specifications

Back/Sides: American Walnut (Spruce Top) or Sapele (Mahogany Top) Top: Spruce or Neo-Tropical Mahogany Finish: Matte with Black Top, Tobacco Sunburst Top or Urban Sienna Stain (Mahogany-Top Models) Rosette: Single-Ring Maple/Black Fretboard Inlay: Italian Acrylic 4mm Dots Body Edge Treatment: Chamfered Edges

# Available Models

AD11e-SB | AD12e-SB AD17e Blacktop | AD17e-SB AD21e | AD22e | AD24ce | AD27e

Series is loaded with compelling options.

# Specifications

Back/Sides: Layered Koa, Rosewood, Maple or Walnut Top: Hawaiian Koa or Torrefied Sitka Spruce Finish: Matte or Gloss 6.0 (Plus and DLX Models) Rosette: Three-Ring White or Single-Ring Italian Acrylic (Plus and DLX Models) Fretboard Inlay: Italian Acrylic 4mm Dots or Italian Acrylic Sentinel (DLX Models) Body Edge Treatment: White or Black Binding Premium Features: Taylor Nickel (Plus Models), Gold (Most DLX Models) or Satin Black (-BLK Plus Models) Tuners; AeroCase (Plus Models); Deluxe Hardshell Case (DLX Models)

# Available Models

210ce Plus | 212ce Plus | 214ce Plus 217e-BLK Plus | 250ce-BLK Plus 264ce-K DLX



Whether you're starting your musical journey, leveling up to a nicer guitar, or happen to be a seasoned player in need of a reliable pro-level instrument, the 200 Series awaits with a rich array of options spread across our standard, Plus and Deluxe tiers. Standard models feature layered walnut back and sides (or layered koa on the 214ce-K) and come with a structured gig bag. Plus models sport backs and sides of layered rosewood, maple or koa, with sunburst-top or all-black offerings available, including the new Grand Pacific 217e-BLK Plus. All Plus models come with our AeroCase. Both our standard and Plus models feature a solid, roasted spruce top. The 200 Deluxe family showcases a trio of Hawaiian koa models: the Grand Concert 222ce-K DLX, Grand Auditorium 224ce-K DLX, and new for 2024, a 12-string Grand Auditorium 264ce-K DLX. All three feature solid koa tops, shaded edgeburst, gloss-finished bodies, a new Sentinel inlay in Italian acrylic, and a Taylor deluxe hardshell case. Whatever your playing style or aesthetic taste, the 200

210ce | 212ce | 214ce | 214ce-N | 214ce-K 214ce-BLK Plus | 214ce-K SB Plus | 254ce Plus 250ce-BLK DLX | 222ce-K DLX | 224ce-K DLX









Serving up exceptional craftsmanship at a fantastic value, the 100 Series focuses on the fundamentals of a great guitar: an easy-playing neck and a clear, balanced tonal response. Layered sapele back and sides are paired with specially roasted spruce tops for added sonic depth, richness and responsiveness. We've also expanded our model offerings to feature a wider array of body shapes and cutaway options. Choose from the compact Grand Concert 112ce, the cutaway Dreadnought 110ce, the non-cutaway Grand Pacific 117e, plus the popular Grand Auditorium 114ce. Looking for a 12-string? Check out the cutaway Dreadnought 150ce. We also have a new nylon-string 112ce-N. Onboard Taylor electronics offer reliable plug-and-play utility for the stage and studio. Whichever model fits you best, you'll find a rich acoustic experience at an attractive price point.

# Specifications

Back/Sides: Layered Sapele Top: Torrefied Spruce Finish: Matte Rosette: Three-Ring White Fretboard Inlay: Italian Acrylic 4mm Dots Body Edge Treatment: Black Binding

# Available Models

11466

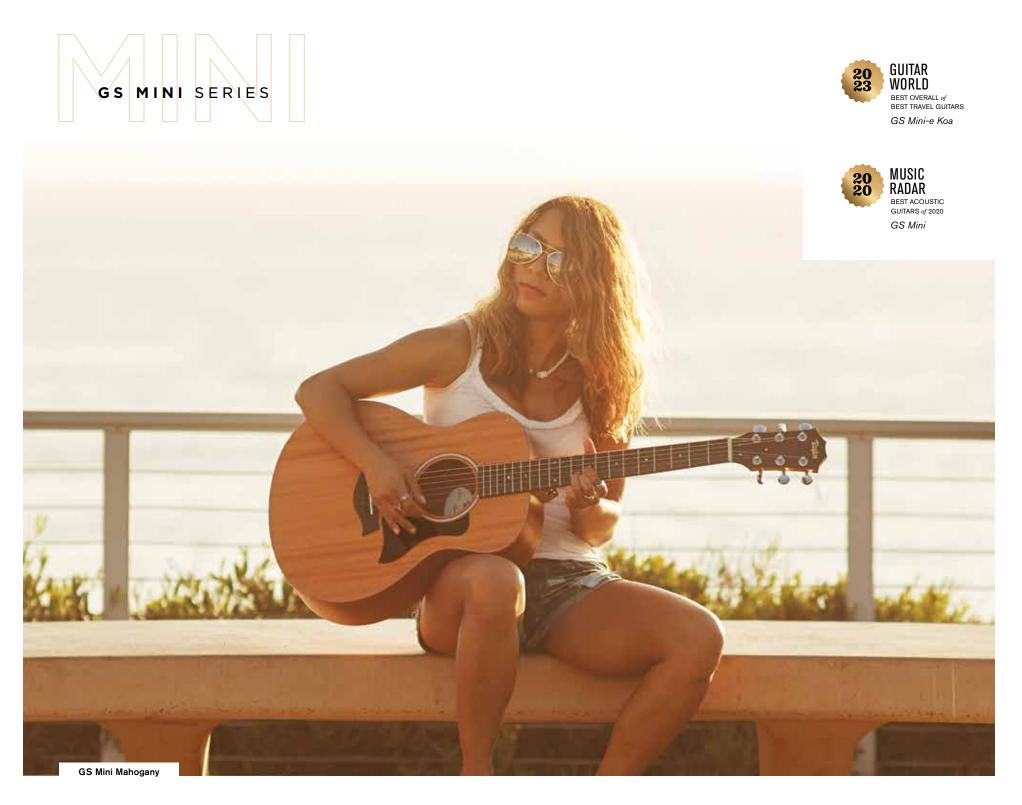
110ce | 112ce | 112ce-N 114ce | 117e | 150ce



clear, full-voiced sound.

# **Specifications**

Top: Torrefied Spruce Finish: Matte



Irresistibly fun and easy to play, the GS Mini is beloved by beginners and seasoned musicians around the world. Its widespread popularity stems from a winning combination: a compact and inviting form along with a surprisingly powerful, resonant voice. The scaleddown Grand Symphony shape, with its easily accessible 23.5-inch scale length, is a joy to hold and play. Whether you're jamming by the campfire, writing a new song, or performing on stage, the GS Mini is up for anything. All models feature solid-wood tops and layered-wood backs and sides. Choose from spruce-top and mahogany-top options, or all koa with the GS Mini-e Koa or GS Mini-e Koa Plus. And for the perfect playing or songwriting companion to the Mini, check out the GS Mini Bass, including an all-koa model. Every GS Mini ships with a gig bag or durable AeroCase, making it your go-anywhere musical sidekick - perfect for wherever your adventures take you.

# Specifications

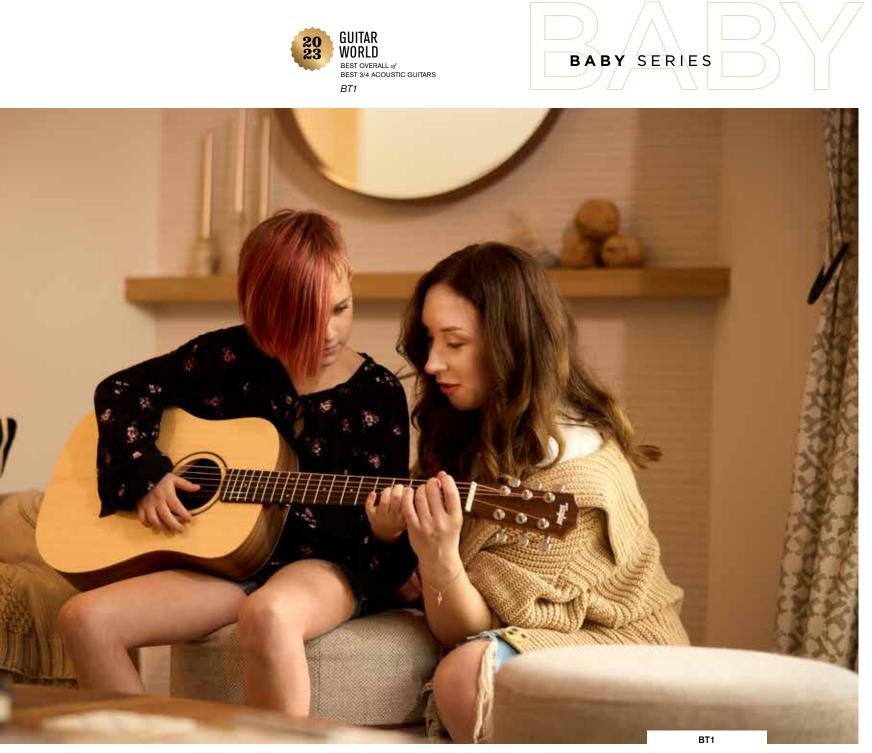
Back/Sides: Layered Hawaiian Koa, Rosewood or Sapele Top: Hawaiian Koa, Torrefied Spruce or Mahogany Finish: Matte or Gloss (GS Mini-e Rosewood Plus) Rosette: Three-Ring White

Fretboard Inlay: Italian Acrylic 4mm Dots Body Edge Treatment: Black/White/Black Top Purfling Premium Features: Shaded Edgeburst (GS Mini-e Koa Plus), Taylor Nickel Tuners, Expression System 2, AeroCase (Plus Models)

# Available Models

GS Mini GS Mini Mahogany | GS Mini-e Mahogany GS Mini-e Koa | GS Mini-e Koa Plus GS Mini-e Rosewood Plus GS Mini-e Bass | GS Mini-e Koa Bass





A trailblazer in the realm of sub-compact, travel-size acoustic guitars, the Baby Taylor continues to deliver an accessible playing experience for musicians of all ages. The three-quarter-size mini-dreadnought pioneered the travel guitar market, introducing the joy of easy playability and sound to countless players. Perfectly sized for smaller hands, the series features ideal first guitars for young learners and reliable travel companions for those on the road. Models include the spruce-top Baby Taylor (BT1), the mahogany-top BT2 and the versatile Big Baby Taylor. With solid tops, slim, comfortable necks, optional onboard electronics featuring a built-in tuner, and a lightweight gig bag, these guitars deliver all the musical essentials. Whether used for practice, travel or writing sessions, the Baby Series combines uber-portability with clear, punchy sound.

# Specifications

Back/Sides: Layered Walnut, Sapele (Mahogany Top, TS-BT) or Koa (Koa Top) Top: Sitka Spruce, Torrefied Spruce, Mahogany or Hawaiian Koa Finish: Matte Rosette: Single-Ring Black (TS-BT Models: Custom Screen Print Design) Fretboard Inlay: Italian Acrylic 4mm Dots Body Edge Treatment: None

# Available Models

BT1 | BT1e | BT2 | BT Koa BBT | BBTe TS-BT | TS-BTe

# Taylor Beacon Five-Way Multi-Tool

With its versatile functionality, the Taylor Beacon combines several guitar accessories into one handy clip-on device. It boasts a bright LCD screen and convenient USB charging port and features:

- A fast, precise tuner with five tuning modes
- A metronome that includes 12 time signature
- presets and a tempo range of 30-208 bpm
- Timer and countdown features with up to 100 minutes of practice or performance time
- A built-in flashlight for reading sheet music or
- illuminating dark spaces

With the Beacon in hand, you'll have everything you need to stay inspired, wherever your music takes you. #1201



T5z SERIES

Our thinline hollowbody electric/acoustic T5z is big on performance versatility. Blending electric and amplified acoustic tones within a single instrument, the T5z features an innovative three-pickup design controlled by five-way switching - a magnetic acoustic body sensor, concealed neck humbucker, and visible bridge humbucker. In 2023, Andy Powers gave the guitar a design refresh to make it more player-friendly than ever, switching the body wood to lightweight Urban Ash, adding contouring refinements like an elegant armrest that's carved into the top, and repositioning the volume and tone knobs for more intuitive tone-shaping on the fly. (The knobs are also taller and easier to roll.) This year we've streamlined the model selection to feature the T5z Pro, with a figured maple top and four color options: Cayenne Red, Harbor Blue, Tobacco Sunburst and Black; and the T5z Custom, sporting a Hawaiian koa top and shaded edgeburst. Between its sweeping range of tones, fast-playing neck and stage presence, the T5z is built to shine in your hands.

# **Pickup Positions**

- Position 1: Neck humbucker and body sensor
- (closest to neck)
- Position 2: Neck humbucker only
- Position 3: Bridge humbucker
- Position 4: Neck and bridge humbuckers in parallel
- Position 5: Neck and bridge in series

# Specifications

Body: Urban Ash **Top:** Figured Koa (Custom), Figured Maple (Pro) Finish: Gloss with Selected Color Fretboard Inlay: Italian Acrylic Spires Electronics: Three-Pickup System with Five-Way Switching

# **Available Models**

T5z Custom T5z Pro (Black, Tobacco Sunburst, Harbor Blue or Cayenne Red)





# TaylorWare CLOTHING / GEAR / PARTS / GIFTS

# DarkTone Series Pick Tin -Collector's Edition 3.625" x 2.375" Black metal, hinged top with koa overlay, laser-etched Taylor logo and leather insert with embossed Taylor logo. #2601



# **Taylor Aged Logo Thermal**

Our long-sleeve waffle thermal shirt is cut for a slimmer fit (sizing up is recommended). 50/50 cotton/poly fabric blend for an ultra-soft feel, with a gray distressed Taylor logo. Available in sizes S-XXL. #20224



# Waffle-Knit Pom-Pom Beanie

Stylish and cozy, this all-white waffle-knit beanie features a white pom-pom on the crown along with a rolled headband and a subtle black tag with the classic Taylor Quality Guitars logo. #3703



Beanie (Black / Olive) Features soft acrylic material and a comfortable rolled band with a brown Taylor logo patch. Available in black and olive. #3700 Black, #3701 Olive

# U.S. TaylorWare Customers

Visit taylorguitars.com/taylorware to browse our complete line of Taylor apparel, guitar care products, parts and accessories, gift cards, and more. 1-800-579-1407 (U.S. only)

# **Canadian TaylorWare Customers**

Call 1-800-943-6782 to place your order.

Not all items available in all markets.





### Fountain Leather Strap

This beautiful, genuine-leather Taylor guitar strap features an embossed Fountain inlay design matching the pattern from our Hawaiian koa 700 Series guitars. With a 2.5inch width, this strap offers both comfort and style in a weathered brown color that complements any guitar. #4125-25

Featuring a convenient, low-profile design and inert rubber pads, our mahogany guitar floor stands make it easy to store any acoustic guitar safely, whether you're at home, on stage or in the studio. Choose from a beautiful natural finish or a striking dark finish, both with a centered Taylor logo. Some assembly required. #1412 Dark Finish, #1411 Natural Finish



Perfect for a hot drink any time of day or night, our

12-ounce mug features a stylish matte black color

printed with the classic Taylor logo in white. #1526

Keep your hot drinks hot and your cold drinks cold with this 20-ounce travel mug featuring vacuum insulation

and an acrylic screw-on frosted lid with a slide closure

drinking port. With a classic Taylor logo printed on the

sides, this travel tumbler is the perfect choice for the

Taylor fan on the go. #1521

Travel Coffee Mug

# **Taylor Guitars Digital Hygrometer**

Coffee Mug

Our digital hygrometer provides a clear readout of climate information for virtually any space, from inside a guitar case to a practice room. It features large, easy-to-read, dual-display LCD readouts for relative humidity and temperature and can switch between Fahrenheit and Celsius. Includes a kickstand for flat surfaces and screw holes for easy wall-mounting. New min/max memory feature stores the highest and lowest readings for humidity and temperature, accurate to within 5 percent. Powered by 2 AAA batteries (included). #1323

# **Acoustic Master Class**

To celebrate Taylor's milestone 50th anniversary year, we've designed a special collection of guitars slated for release throughout 2024. Among our first wave of guitars is this stunning all-koa PS24ce LTD from our top-of-the-line Presentation Series, featuring gorgeous, densely figured master-grade Hawaiian koa. The heirloom-quality instrument is richly appointed with elaborate inlays of paua and green abalone, including our classic Byzantine inlay motif, which was originally designed for our Presentation Series guitars in the mid-1990s. To make this offering even more extraordinary, the guitar is coupled with a special-edition release of a new acoustic/vocal amp and amp stand, which we're launching as a new brand called Circa 74. The amp's beautiful wood cabinet and accompanying amp stand are crafted with figured Hawaiian koa to match the guitar. Learn more about our commemorative 50th anniversary models in this issue and at taylorguitars.com.

-

2

1