

A red poster for the Taylor Guitars Road Show. The text 'TAYLOR GUITARS ROAD SHOW' is written in large, white, bold, sans-serif capital letters. To the left of the text is a black and white photograph of a man with long hair playing an acoustic guitar. To the right of the text are four logos: the Taylor Guitars logo (a circle with 'QUALITY' at the top, 'Taylor' in script, and 'GUITARS' at the bottom), the Planet Waves logo (a swirl), the Elixir logo (with 'ELIXIR' in small letters below), and the Bose logo (with 'BOSE' in small letters below). At the bottom of the poster, the text 'COMING SOON TO THIS STORE!' is written in white, bold, sans-serif capital letters.

**TAYLOR
GUITARS
ROAD
SHOW**

QUALITY
Taylor
GUITARS

PLANET WAVES

ELIXIR
ELIXIR

BOSE

COMING SOON TO THIS STORE!

EL CAJON, Calif. - In response to requests from guitar players around the world, Taylor Guitars is poised to bring its award-winning Taylor Guitars Road Show to dealerships across the U.S. and abroad in 2009.

Now in its third year, the Taylor Guitars Road Show is a guitar lover's dream: a fun, lively in-store gathering that brings enthusiasts together with Taylor clinicians and experts straight from the company's factory in El Cajon, California. At each Road Show, the Taylor Road Show team shares insights on the company's guitar making process, including an informative demonstration on how body shapes and woods affect tone. After the demonstration, players are invited to take part in the show's most popular feature, the "Petting Zoo": an opportunity to pick up and play a variety of different models, as well as rare and custom Build to Order models. Admission to each Road Show is free.

At select locations, a special Electric Road Show will highlight Taylor's award-winning electric lineup, including the new and much-raved-about T3 and T3/B, the ever-popular Taylor SolidBody, as well as the versatile, number-one-selling electric/acoustic hollowbody, the T5. Attendees will also have the chance to explore Taylor's line of acoustic guitars.

The 2009 Road Show tour will kick off in March with multiple dates in California and Oklahoma, as well as an East Coast swing with special stops in Massachusetts, Rhode Island and Connecticut. Each Road Show attendee will receive a complimentary copy of Premier

Taylor Guitars Road Show Rolls Out in March

Friday, 20 February 2009 14:26

Guitar magazine (www.premiorguitar.com) and while supplies last, TaylorWare gear and Elixir® strings. Attendees will have the chance to enter to win the grand prize, an opportunity to build their own custom guitar through Taylor's Build To Order program.

In 2008, Taylor brought the Road Show to over 146 locations throughout the U.S., Germany and England. The Taylor Guitars Road Show was awarded the 2008 Supplier Excellence Award from Music Inc. magazine in the category of Events for putting "the excitement of the company's factory tours into retail dealers across the country."

For more information on Road Shows dates and locations, please visit the official Taylor Guitars Road Show calendar at www.taylorguitars.com/roadshows

Press Release

Source: Taylor