

February

FOCUS:
New Release: 50th Anniversary Limited Presentation Series Models

HIGHLIGHTED PRODUCTS:
PS14ce LTD Models

WEEK 1
2/4 – 2/10

FOCUS:
**Perfect Pairings:
Taylor Guitars and Accessories**

HIGHLIGHTED PRODUCTS:
GS Mini Series, 224ce-K DLX, 314ce,
Builder's Edition 614ce,
Builder's Edition 814ce Blacktop

WEEK 2
2/11 – 2/17

FOCUS:
200 Series Spotlight

HIGHLIGHTED PRODUCTS:
210ce, 214ce, 214ce-K DLX, 222ce-K DLX

WEEK 3
2/18 – 2/24

FOCUS:
**New TaylorWare Product Spotlight:
Beacon 5-Way Accessory**

HIGHLIGHTED PRODUCTS:
Beacon 5-Way Accessory

WEEK 4
2/25 – 2/29

March

FOCUS:
**New Release Spotlight:
117e**

HIGHLIGHTED PRODUCTS:
117e

WEEK 1
3/3 – 3/9

FOCUS:
**New Release Spotlight:
Upgraded 200 Series Plus Models**

HIGHLIGHTED PRODUCTS:
212ce Plus, 214ce-BLK Plus, 214ce-K SB Plus, 217e-BLK Plus

WEEK 2
3/10 – 3/16

FOCUS:
**New Release Spotlight:
50th Anniversary Limited
GS Mini-e Rosewood SB and 217e SB Plus**

HIGHLIGHTED PRODUCTS:
50th Anniversary GS Mini-e RW SB LTD,
50th Anniversary 217e SB Plus

WEEK 3
3/17 – 3/23

FOCUS:
Battle of the Brackets: Model Shootout

HIGHLIGHTED PRODUCTS:
AD11e-SB, AD22e, GS Mini-e Mahogany,
212ce Plus, 322ce 12-Fret, 512ce,
50th Anniversary Builder's Edition 814ce LTD

WEEK 4
3/24 – 3/30

April

FOCUS:
Mahogany Wood Spotlight

HIGHLIGHTED PRODUCTS:
GS Mini-e Mahogany, 322ce, 324ce,
Builder's Edition 517e WHB

WEEK 1
4/1 – 4/6

FOCUS:
**New Release Spotlight:
50th Anniversary Limited
Builder's Edition 314ce Models**

HIGHLIGHTED PRODUCTS:
50th Anniversary Builder's Edition 314ce LTD
Kona Burst Top, and Natural Top

WEEK 2
4/7 – 4/13

FOCUS:
Reprised 200 Series Models

HIGHLIGHTED PRODUCTS:
212ce, 214ce, 214ce-K, 214ce-N, 214ce Plus,
222ce-K DLX, 224ce-K DLX

WEEK 3
4/14 – 4/20

FOCUS:
**New Release Spotlight:
214ce-K Plus**

HIGHLIGHTED PRODUCTS:
214ce-K Plus

WEEK 4
4/21 – 4/27

FOCUS:
Reprised 100 Series Models

HIGHLIGHTED PRODUCTS:
112ce, 114ce

WEEK 4
4/28 – 4/30