The 2012 Taylor Line

Koa's Fresh Island Vibe
Vintage 700s
New-Look Nylons
Mahogany Mini & Specialty Models

Builder's Reserve
Tenor Ukuleles
ES Acoustic Amp
A Fitting Experience

I am delighted to be able to tell you about the Taylor Big Baby. I was a professional acoustic guitarist for many years with巡回 throughout the United States and Europe. Throughout this time, I played a variety of guitars, including my beloved Taylor Big Baby. When I retired from touring, I was eager to find a replacement for my beloved Taylor.

The Taylor Big Baby arrived at my door and I was immediately impressed with its sound and playability. I was able to play complex arrangements with ease, and even some of the most demanding guitarists would be impressed with the Taylor's performance.

Happy Return

I can truly say that your guitar made a profound change in my life. I purchased a Taylor Big Baby a little more than a year ago after a friend suggested I try one. I was immediately drawn to the guitar's unique sound and playability.

Contemporary Classical

I am currently a student of the Taylor Big Baby and have been using it for a variety of classical compositions. I have been able to achieve a new level of precision and control with the Taylor Big Baby, which has helped me to improve my playing.

Old Reliable

The Taylor Big Baby is an old reliable friend of mine. I have used it for a variety of classical compositions, and it has always provided me with a consistent quality of sound.

Healthy Hands

I would like to express my gratitude to you for the Taylor Big Baby. Your guitars have provided me with endless joy and satisfaction.

Hard-Earner Paid

I would like to express my appreciation to you for the Taylor Big Baby. Your guitars have provided me with endless joy and satisfaction.

Music Profession

I was a professional acoustic guitar player before taking on classical music. After many years, I have returned to playing classical music and have found a new love in the Taylor Big Baby.

Powers Surge

I was a professional acoustic guitar player before taking on classical music. After many years, I have returned to playing classical music and have found a new love in the Taylor Big Baby.

The Taylor 2012 Guitar Line

The 2012 Taylor Line

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Europe came to the factory for Taylor innovation. Sales people and guitar enthusiasts, genuine consumer demand for Taylor Guitars, setting a new highest-ever of business in the history of Taylor and handling our own distribution in Spanish, French and German! A huge.

Technology has given us a lot of ways to communicate these days, yet nothing can take the place of face-to-face interaction. Because we think differently that other guitar companies. We took our message on the road and presented 200 Road Shows across North America, Europe and Japan, seeing an average of 60-70 people at each event. We shared our knowledge of how to select the right guitar, and gave people the opportunity to see and play vintage custom guitars. We also continued to test Taylor's private events at music stores, where we helped guitar enthusiasts find their perfect guitar or a personal, custom build.

Getting Personal

For the first time last year, we took the Taylor Guitars family on the road to bring our knowledge of the guitar world, with as much history and tradition as possible, to the guitar world, with as much history and tradition as possible. So, I've met many of the spokesmen or sales/marketing people in my line of work and have been met with transparency, complete legality, and content as

Musical Range

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Becoming a great guitar player requires serious dedication, but with busy lives, most of us don’t have enough time. Don’t be discouraged. Even minimal practice will lead to steady progress.

By Shawn Persinger


There are many scenarios where you might think that playing guitar can be a profession. But surely, many guitar players would say that there are some things about playing guitar that make it hard to earn a living. In other words, you can have a career as a guitar player if you want to, but you have to be willing to put a lot of work into it.

Most of us have heard of great guitar players, but have you ever thought about how they got that way? A lot of people think that great guitar players are born, not made. But, while it may be true that some people have more natural talent than others, it is also true that anyone can become a great guitarist with enough practice and determination.

The most important thing is to just get started. Even if you’re not sure if you want to pursue it as a career, just pick up a guitar and start playing. It’s never too late to start learning.

There are a number of things you can do to help yourself become a great guitarist. Here are some tips that might help:

1. Find a good teacher. A good teacher can help you learn the basics and give you feedback on your progress.
2. Practice every day. Even if you only have a few minutes, try to practice every day.
3. Listen to great guitar players. This will give you ideas for how you can improve your own playing.
4. Take lessons. Playing with other musicians can help you improve your skills.
5. Play in public. This will help you get used to playing in front of an audience.

But what about the people who already play guitar? How can they improve their skills? Here are some tips for experienced guitar players:

1. Learn new songs. This will help you to expand your repertoire and improve your playing.
2. Practice with a metronome. This will help you develop your timing.
3. Try different playing styles. This will help you to become more versatile.
4. Play with other musicians. This will help you to learn new techniques and ideas.

In conclusion, becoming a great guitar player is not easy, but it is definitely possible. With enough practice and determination, anyone can become a great guitarist.

Shawn Persinger, a.k.a. Prester John, has showcased a myriad of delightful musical paradoxes: complex but catchy; virtuosic yet affable; smart and whimsical. www.PersingerMusic.com
The Lacey Act, changing strings, cases, and T5 jazz tone

What’s your take on the recent Lacey Act violation as it is being reported in the news? Since Taylor is a solid wood guitar manufacturer as well as a company that endorses the Lacey Act, there are some worries that a misinterpretation of this law by the Forest Service could put Taylor’s wood sources at risk. You’re a longtime Taylor owner and lover. From your experience, what do you think is a captain in this industry, and how is Taylor cutting wood to ensure they are not a Lacey Act violation as it is being reported in the news? Since Taylor is a solid wood guitar manufacturer reported in the news? Since Taylor is a captain in this industry, and how is Taylor cutting wood to ensure they are not a Lacey Act violation as it is being reported in the news?

The toughest part is getting real about the consequences. Many guitar companies; it affects all wood cases. As guitar makers, we are responsible for working with our supply chain to ensure that we are not contributing to deforestation or illegal logging. I believe we can work through these challenges together.

I'm from the UK and walked into my local guitar store in Olathe, KS. I was looking for a new acoustic guitar. My local guitar store in Olathe, KS. I was looking for a new acoustic guitar. They recommended a T5. I tried a steel-string walnut T5 with a fishman EQ and a port of my Roland Micro Cube. Sweet instrument, but I would prefer a steel-string guitar. I tried a steel-string guitar. I would prefer a steel-string guitar.

I'm a musician and a teacher, and I believe we're going to lose some of our best players. I'm a musician and a teacher, and I believe we're going to lose some of our best players. I was looking for some new guitars to add to my collection. I ordered a T5 with a fishman EQ. I tried a steel-string guitar. I would prefer a steel-string guitar.

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With each new year, Taylor unveils a retooled guitar line that showcases our latest inspiration. From groundbreaking guitar designs to the refinement of existing models, our efforts draw from a wellspring of creativity that starts with Bob Taylor. Under Bob’s stewardship, our design team constantly explores design ideas, fueled by a passion for crafting — and playing — great instruments. Ultimately, the best of these designs become guitars that give players around the world an expressive, reliable musical voice.

For 2012, we proudly introduce a raft of new appointments across much of our acoustic/electric line. We also debut new Nylon and GS Mini models, align our nylon and chromatic tuning series, and usher in a revival of our Builder’s Reserve design group with two first-ever Taylor products: a ukulele and an acoustic amplifier. On the pages ahead, we’ll present the full scope of Taylor guitars available to players, from acoustic to electric, and highlight what makes the Taylor playing experience truly unique. We’ll also share some ideas that will help you find the right type of guitar for your needs. Of course, photos and words can only do so much. We hope you come away inspired to visit your local Taylor dealer and sample our latest models firsthand.
One of the key guitar-making missions leading up to this year’s guitar collection was to revisit Taylor's acoustic/electric models, which have long been the heart of our product line, with an eye toward refreshing the appointments to give each series a more distinctive identity.

“We have a rich tradition of allowing our guitars to grow into new versions, with new tone or new aesthetics,” reflects Bob Taylor. “We've done this for years, and it's natural for us and for our customers to see.”

Some series, like the Presentation and 900, debuted design updates last year that carry over to 2012. Others, like the Koa Series, underwent an inspired makeover that we're excited to share. The arrival of Taylor guitar designer Andy Powers in early 2011, Bob says, brought an infusion of new creativity to the design process that helped fuel the 2012 refinements.

“Andy has brought fresh and beautiful ideas to the team, ideas that the Taylor family of builders and players love to participate in, because we are always interested in improvements,” he elaborates. “I love seeing what he designs. The changes on our 2012 models are just spot-on.”

Having developed the new inlays for 2012, Andy joined Bob to talk about the aesthetic enhancements to the line and share the collective vision behind some of the year's key refinements. The Koa Series redesign, Andy says, was one of his favorites.

“The koa we have is just spectacular, and we wanted to create a whole new inlay that was worthy of the wood,” he explains. “In this case we made a vine inlay that pays homage to koa with tropical plumeria flowers.”

Though position marker inlays have a practical benefit, the design team also wanted to break free of the look of individual inlays for this series, so Andy blended the two elements, incorporating the plumeria flowers into the flowing vine motif as elegant position markers. The vine portion of the inlay is blackwood; the flowers are curly maple. Another aesthetic change was to move away from abalone and incorporate all-wood appointments to reflect the natural beauty of the Hawaiian Islands, where koa is sourced. In place of the abalone trim previously used around the top, wood was selected to contrast with the top and showcase a unique figure.

“A model with a koa top will have this curly maple edge trim that's quartersawn, so you're seeing the strong figure in it,” Andy says. “A spruce-top koa model will feature curly blackwood top trim. So, rather than having abalone sparkle at you, in both cases you have this curly wood that sparkles.”

The guitar is bound in rosewood, which completes the organic, all-wood motif.
appointments were updated several years ago to give a more contemporary feel with a stylish flamed Ebony and figured maple binding. For the 2012 line, the design team updated a new rosewood/spruce guitar. The classic rosewood/spruce wood pairing is one of the reasons Taylor remains the wood lover’s version of a Presentation Guitar. “To us the Koa Series is almost like a dark, gradual fade,” Andy says. “We wanted to build something that looked like. Later we took that and worked with the lower-pitch fundamental to make recurring appearances each quarter. Over the past several years Mahogany has added several new guitar offerings in response to the GS Mini Line. Builder’s Reserve or the standard Taylor line, the high-end 415s do not come close to the GS line’s price point. The second Builder’s Reserve series is a complete release. Taylor designed an all-koa instrument offering and was made possible partly because of the solid-body line’s release. Mahogany was built because the Builder’s Reserve line is the perfect stage for this kind of guitar. The Mahogany Series is now available. The design team worked with the GS line’s body shape for our 12-string series, based on the natural contours of the Mahogany而不是。The 12-string design is a great 15-string instrument because the wood has been cut a little higher and pushed up with a lower-pitch fundamental. The 12-string is made to make recurring appearances each quarter. Whether Taylor’s latest designs aim for. That’s the sweet spot. That’s what we’re going for. Mahogany was built because the Builder’s Reserve line is the perfect stage for this kind of guitar. The Mahogany Series is now available. The design team worked with the GS line’s body shape for our 12-string series, based on the natural contours of the Mahogany而不是。The 12-string design is a great 15-string instrument because the wood has been cut a little higher and pushed up with a lower-pitch fundamental. The 12-string is made to make recurring appearances each quarter. Whether Taylor’s latest designs aim for. That’s the sweet spot. That’s what we’re going for.
The enthusiastic responses prompted Andy to develop a prototype of the Koa Series (see page 24), featuring a beautiful koa finish with koa's home. The solid koa body is bonded onto a maple neck, and the koa back and sides are hunched over sets of koa, chisel and sandpaper in hand, shaving braces, rendering and side braces inside the guitar, and sanding the wood craftsman will savor. The bowed instrument world and the classical guitar world have this kind of tone. Our instrument is only around 30 years old. All exclusive guitar players have turned to custom labels and will be sold together as an acoustic package.

The Plasencia Torch is the 20th century bungalow-style house in Southern California, including Placentia's famed Glenmore House, stand out as iconic expressions within the American Craftsman-style movement. The Plasencia Torch is a 17-inch, 40-watt, solid-state design, in flamed maple and bubinga, was also incorporated into the amp cabinet, and a more guitar-like voicing, the design is matched to the guitar's fretboard. Together, the guitar and amp make an inspiring acoustic partnership that any player, collector, or woodworker will savor.

### ES Acoustic Amp Features
- Bi-amp speaker arrangement
- 8-inch custom poly cone woofer
- 1-inch textile dome tweeter
- 40-watt, solid-state design
- The amp's transparent design adds no additional tone color to the amplified sound of an ES-equipped guitar. In fact, the only thing on the amp is a volume control. For tone shaping players use the ES tone control on their guitar. Rather than putting the amp into full production, this year we've decided to make it in the U.S. and release it as a limited-release Taylor ES acoustic guitar. The amp's transparent design adds no additional tone color to the amplified sound of an ES-equipped guitar. In fact, the only thing on the amp is a volume control. For tone shaping players use the ES tone control on their guitar. Rather than putting the amp into full production, this year we've decided to make it in the U.S. and release it as a limited-release Taylor ES acoustic guitar.

We celebrate the return of our small-batch Builders’ Reserve series with the debut of a tenor ukulele, an acoustic amp, and a fantastic companion guitar for each.
As guitar players, we all own an instrument that inspires us. That’s why people love picking up a Taylor. Its inspiration within reach of any age, anyone, from beginners to you musicians. For years, Bob Taylor and his development team have worked painstakingly to remove the obstacles to a great playing experience—tuning issues, high action, snotty tone, lack of service, and more. When you pick up a Taylor, a great playing experience is always waiting for you. The guitar neck is comfortable to play. The guitar stays in tune all the way up the neck. The tune is stable. The craftsmanship ensures that it will last long, and the design is elegant. The playing experience extends to every type of guitar we make—from acoustic to electric, and gives players a wealth of choices to serve their needs. Here are a few highlights of what sets the Taylor experience apart.

Playable Neck
From Taylor’s sleek, comfortable acoustic neck profile to the ground-breaking T-Lock® neck design, playable, slen- der necks are a core part of Taylor’s design philosophy. This design extends the neck radius all the way up the neck, so the neck feel and look great, especially up the bass side. The neck joint. As the neck is bolted in place, it pulls down and back toward the bridge for perfect alignment and stability. The contouring makes the neck feel and look great, especially up the bass side. The Taylor family. We hope you have a lifelong relationship with your guitar — with us.

Service and Support
Taylor is more than just a guitar manufacturer. We’re a full-service guitar resource center that is geared to help customers before they even purchase a guitar, and a repair and service center that’s dedicated to help- ing owners keep their Taylor guitars in top condition. We understand that people want to be entertained before investing in a guitar, which is why you can always call us and talk to a knowl- edgeable service representative if you have questions. When you become a Taylor owner you also become part of the Taylor family. We hope you have a lifelong relationship with your guitar — and us.

Wood Sustainability
Bob Taylor has applied innovative thinking to support the sustainable use of timbers for generations to come. Taylor’s manufacturing methods are designed to reduce waste and minimize the amount of stable wood yielded from each tree harvested. We’re partnered with environmental groups and local communities interna- tionally to create programs that serve as healthy models for the industry to follow. Breaking through design barriers, we’ve built cutting-edge alternative woods with sustainable growth cycles. Our design and making processes go beyond simply complying with environmental regulation to ensure an industry-wide leadership role in the way we source and purchase wood. When you buy a Taylor, you can feel confident that the woods used for your Taylor have been procured in the most responsible way possible.

Precision Craftsmanship
Bob Taylor’s pioneering use of modern tools and technology has had an industry-leading impact on virtu- ally every aspect of the guitar-making process. By embracing computer- controlled milling, cutting, fret-ting, finish spraying and buffing, and other cutting-edge manufacturing techniques, Taylor has elevated craftsmanship to a level of impeccable precision and detail. The benefits include consistently high-quality, greater environmental sus- tainability, and the ability to add striking aesthetic refinements to a guitar that could never be produced using tradi- tional methods. In the end, every Taylor innovation serves players by giving them a more enjoyable guitar-playing experience.

Clear, Balanced Tone
Through Bob Taylor’s pursuit of great acoustic sound, Taylor has discovered a new sound and style that brings the live sound into the studio. Together with customers, we’ve continued to develop the sonic capabilities of this guitar to create great sound. Our proprietary Es- pression System® (ES) acoustic electronics elegantly integrate the pickup components, including the controls, are elegantly designed into the guitar’s design and make it easy to shape your tone.

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CULTURE  OF  INNOVATION
From sourcing wood to personal service, Bob Taylor’s innovative vision has given players a better guitar experience.
FiNd your FiT

How to choose an acoustic voice that responds best to certain clear, balanced tone and perform well

Though every Taylor model will yield a low end that's robust without yield a voice that responds best to certain clear, balanced tone and perform well. Though every Taylor model will yield a low end that's robust without voicing will produce driving rhythms, slightly more in the lower register. The DN tends tapered than the GS, the DN tends articulate. Because the waist is less traditional guitar shape for the modern era, and players with a harder attack will love the blend of power and balance, we've decided to temporarily remove the Jumbo from the Taylor line for 2012 (with the exception of the Leo Kottke Signature Models) in order to explore voicing refinement ideas in our design studio. Look for its sonic equivalent of a meal, think of the flavors at a tasting event for food and sizzling trebles; the midrange responsive to fingerpicking. It tracks well with its compact design, the GC is physically comfortable to play and is responsive to fingerpicking. 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Supreme attention to detail elevates the Presentation Series to a class all its own. It begins with our finest sets of cocobolo and Sitka spruce, adapted with an array of ultra-premium appointments. Exclusive to the series is a contoured-eloquently rendered that blends form and function with smooth elegance, while spectacular paua outlines each guitar line and sparkles at every turn. The richly detailed Nouveau vine inlay weaves along the length of the fretboard, with supporting inlay touches in the headstock and bridge. Only our most skilled craftsmen are enlisted in its limited production, which takes considerably longer to complete than any other model in the Taylor line. The result is an artistic masterpiece.

Series Details

- **Back/Sides:** Cocobolo
- **Top:** Sitka Spruce
- **Finishes:** Gloss Top, Back and Sides
- **Rosette:** Single Ring Paua
- **Fretboard Inlay:** Paua Nouveau
- **Binding:** Stony (Body, Fretboard, Peghead, Soundhole)
- **Bracing:** CV with Relief Rout
- **Electronics:** Expression System®
- **Tuning Machines:** Gotoh Gold
- **Case:** Taylor Deluxe Hardshell (Brown)
- **Available Shapes & Models:**
  - L-R: PS14ce front and back

Available Shapes & Models

- **Presentation Series**
  - **PS14ce**
  - **PS16ce**
  - **PS56ce**
  - **PS12ce**
  - **PS10ce**
Koa series

Hawaiian koa’s exotic beauty has inspired new all-wood appointments to blend naturally with koa’s rich, organic charm. Our tropical Island Vine fretboard inlay incorporates a delicately flowing design with strategically arranged plumeria flowers that double as fret position markers. Rosewood binding’s complementary touch is paired with a different rosette and contrasting top trim based on the soundboard wood: figured blackwood with spruce tops, and curly maple with koa tops. As much as any other series, our sublime koa models evoke a strong sense of place, as wood and design meld together into a cohesive whole.

“Koa has a lot of the appealing tonal characteristics of mahogany, but with a little extra bloom and a little more clarity, almost like you took a piece of mahogany and sprinkled it with rosewood.” — Andy Powers
The most elegantly appointed of our three series of rosewood/spruce guitars features our classic “Cindy” fretboard inlay, designed in honor of Bob Taylor’s wife. The premium rosewood selected displays tight grain and rich color variegation. Abalone-etched details accentuate the blend of soft curves and crisp angles that define each guitar, while red purfling draws out rosewood’s hues. With the addition of nylon-string GA and GC models to the series, it’s now possible to have this beautiful design motif as part of the nylon aesthetic. If you crave a well-dressed rosewood guitar, the sparkle and polish of the 900 Series is bound to call out to you.

Series Details

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back/Sides</td>
<td>Indian Rosewood</td>
</tr>
<tr>
<td>Top</td>
<td>Sitka Spruce</td>
</tr>
<tr>
<td>Fretboard Inlay</td>
<td>Abalone Cindy</td>
</tr>
<tr>
<td>Binding</td>
<td>Rosewood Body, Fretboard, Steel-string Peghead, Soundhole</td>
</tr>
<tr>
<td>Bracing</td>
<td>CV with Relief Rout or Nylon Pattern</td>
</tr>
<tr>
<td>Electronics</td>
<td>Expression System® or ES-N® (Nylon)</td>
</tr>
<tr>
<td>Tuning Machines</td>
<td>Gotoh Gold or Nylon Gold with Ivory Buttons</td>
</tr>
<tr>
<td>Case</td>
<td>Taylor Deluxe Hardshell (Brown)</td>
</tr>
<tr>
<td>Additional Premium Appointments</td>
<td>Abalone Top Trim Including Fretboard Extension, Red Purfling, Peghead/Bridge Inlays, Bone Nut/Saddle, Abalone Dot Bridge Pins</td>
</tr>
</tbody>
</table>

Opposite page: Taylor artist relations liaison Tim Godwin jams on a 914ce outside the Spanish Village art studios in San Diego’s Balboa Park; This page: Abalone inlay details on a 914ce

Available Shapes & Models

- 900 Series
  - 916ce
  - 956ce
  - 912ce
  - 912ce-N
  - 910ce
  - 914ce
  - 914ce-N

THE 2012 TAYLOR GUITAR GUIDE 900 SERIES
The 800 Series stands as a quintessential offering within the Taylor acoustic line due in part to its connection to Taylor’s earliest days. While the appointments have evolved over the years from an early workmanlike aesthetic into a more contemporary finish and binding, the series will always be a Taylor classic, with the 814ce standing out as a potential breakthrough among our upper-end models. Over the years, countless professional musicians, from session players to sidemen, have confidently played this craft with an 800 Series guitar, and it remains a popular choice among working players who want a great rosewood/spruce guitar.

Series Details

- Back/Sides: Indian Rosewood
- Top: Sitka Spruce
- Fretboard Inlay: 800 Series Pearl
- Binding: Curly Maple (Body, Fretboard, Steel-string Trussrod)
- Bracing: CV with Relief Rout or Nylon Pattern
- Electronics: Expression System® or ES-N® (Nylon)
- Tuning Machines: Taylor Gold or Nylon Gold with Ivoroid Buttons
- Case: Taylor Deluxe Hardshell (Brown)

Available Shapes & Models

- 812ce
- 812ce-N
- 810ce
- 816ce
- 856ce
- 814ce
- 814ce-N

**Opposite page:** Our marketing team’s web strategist, Shannon McGlathery, with an 814ce in the vibrant Little Italy section of San Diego; This page (L-R): 816ce, 814ce-N

**Series 800**

The 800 Series features a sitka spruce top and Indian rosewood back and sides, offering a balanced sound with a warm, rich tonal character. The single ring abalone rosette and 800 Series pearl fretboard inlay add a touch of elegance, while the curly maple binding enhances the guitar’s visual appeal. The CV bracing provides stability and sustain, while the Taylor Deluxe Hardshell case ensures protection and portability.
This year our 700 Series assumes a distinctly American persona, suggesting a Taylor guitar transported from another era. A dark, gradually fading sunburst top inspired by the acousti- cals of the 1930s pairs well with mocha-hued rosewood back and sides, while ivoroid inlays and binding honor a traditional guitar material. Unlike the 800 and 900 Series, these guitars come standard with Engelmann spruce tops, which tend to be slightly softer than Sitka. The resulting sound blends spruce’s crystal clarity with a slightly warmer, mellower character. The subtle overtones add a splash of extra richness that suits a vintage personality.

Series Details

- Back/Sides: Indian Rosewood
- Top: Engelmann Spruce with Vintage Sunburst
- Frets: Gloss Top, Back and Sides
- Rosette: 3-Ring Ivoroid
- Fretboard Inlay: Ivoroid Heritage Diamonds
- Binding: Ivoroid (Body, Fretboard, Steel-string Peghead)
- Bracing: Standard II with Relief Rout or Nylon Pattern
- Electronics: Expression System® or ES-N® (Nylon)
- Tuning Machines: Taylor Chrome or Nylon Gold with Ivoroid Buttons
- Case: Taylor Deluxe Hardshell (Brown)

Opposite page: 710ce; This page (L-R): Rosewood back on a 716ce, 756ce

Available Shapes & Models

- 712ce
- 712ce-N
- 716ce
- 756ce
- 710ce

THE 2012 TAYLOR GUITAR GUIDE 700 SERIES
Back/Sides: Big Leaf Maple
Top: Sitka Spruce
Finish: Gloss Top, Back, Sides and Neck
Rosette: Single Ring Abalone
Fretboard Inlay: Pearloid Twisted Ovals
Binding: White (Body, Fretboard, Steel-string Peghead)
Bracing: Standard II with Relief Rout or Nylon Pattern
Electronics: Expression System® or ES-N® (Nylon)
Tuning Machines: Taylor Gold or Nylon Gold with Ivory Buttons
Case: Taylor Deluxe Hardshell (Brown)
Color/Burst Options: Natural (Standard), Amber, Koi Blue, Trans Red, Trans Black, Trans Orange, Honey Sunburst, Tobacco Sunburst
Note: Natural and Amber come with faux tortoise shell pickguard, other color/bursts come standard without pickguards

A new color, koi blue, joins the palette of options this year, and a new Twisted Oval fretboard inlay refreshes the overall aesthetic.

Maple’s ability to project with crisp clarity and without an abundance of overtones makes it an ideal tonewood choice for live and recorded music, particularly in a mix with other instruments. Add to this blond color and the beautiful grain that characterizes the sets we select, and you have the perfect canvas for a range of rich, color and burst treatments. The result is an eye-catching appearance with great stage presence.

THE 2012 TAYLOR GUITAR GUIDE

600 SERIES

600 series

Available Shapes & Models

Series Details
Like rosewood, mahogany remains one of the most enduring tonewoods among acoustic players. Its sonic traits tend to yield a rich midrange, with a wonderful balance of warmth, clarity and complexity. It also pairs well with both spruce and cedar tops, depending on the playing application. Our two smaller model shapes, the 512ce and 514ce, feature cedar tops that favor complexity over power, while the spruce-top Dreadnought and GS models come standard with Engelmann spruce, which blends warmth and strong projection. New for 2012, a pair of mahogany/cedar nylon-string models add fresh tonal flavor to nylon’s worldly voice. The refined appointment package features a new laser-engraved Deco Diamond inlay scheme, faux tortoise shell binding, and a dark body stain that honors mahogany’s heritage.

Available Shapes & Models

| 500 series |
| G5ce | G56ce | G5ce-N | G56ce-N | 514ce | 514ce-N | 510ce | 516ce | 512ce | 512ce-N |

Mahogany paired with an Engelmann spruce top yields a tone that’s rich and warm, yet with clear, well-defined focus. A cedar top sounds even warmer and more complex, and responds well to a lighter touch.
Available Shapes & Models

Ovangkol, considered a more contemporary tonewood, continues to make a great impression on players who discover its voice. Its modern, focused sound matches many of the same bass and treble properties of rosewood, but produces slightly more midrange sparkle compared to rosewood’s scooped mids. Visually, crisp white binding projects a clean aesthetic, and a new engraved pearloid Progressive Dot fretboard inlay applies a modern, cutting-edge design touch. Players looking for a versatile guitar with a broad tonal spectrum will enjoy exploring ovangkol’s expressive sounds.

Series Details

- **Back/Sides**: Ovangkol
- **Top**: Sitka Spruce
- **Finish**: Gloss Top; Satin Back/Sides
- **Rosette**: 3-Ring
- **Fretboard Inlay**: Pearloid Progressive Dots
- **Binding**: White (Body, Fretboard)
- **Bracing**: Standard II with Relief Rout or Nylon Pattern
- **Electronics**: Expression System® or ES-N® (Nylon)
- **Tuning Machines**: Taylor Chrome or Nylon Chrome with Pearloid Buttons
- **Case**: Taylor Standard Hardshell (Black)

Opposite page (L-R): 412ce, 414ce; This page: 416ce

**THE 2012 TAYLOR GUITAR GUIDE 400 SERIES**

400 series

**412ce**
**412ce-N**
**410ce**

**414ce**
**414ce-N**
**416ce**

**456ce**
The new 316ce takes advantage of the GS shape to produce a tone that’s especially warm and powerful in the lower register, yet smoothly balanced across the entire tonal spectrum.
One of the benefits of Taylor’s modern manufacturing approach is our ability to put a great guitar within reach of more players. The rosewood laminate 200 Series is an appealing option for people who want a quality guitar that they can also feel comfortable taking out and using in the world. Whether it’s a developing player’s first “serious” guitar, a dedicated guitar for a second location, or simply the “nice” guitar for your h vend, you can count on Taylor’s signature playability and tone to keep you inspired. Choose from a Dreadnought or Grand Auditorium, with an optional cutaway and Taylor’s ES-P® electronics. Two attractive new models add splashes of color to the series this year: a 214ce-SB with a tobacco sunburst top and an all-black maple laminate 214ce-BLK.

Series Details

- **Back/Sides**: Rosewood Laminate or Maple Laminate (214ce-BLK)
- **Top**: Solid Sitka Spruce
- **Finish**: Gloss Top; Satin Back/Sides (All Gloss for 214ce-BLK)
- **Rosette**: 3-Ring or Single Ring
- **Fretboard Inlay**: 6mm Pearloid Dots
- **Binding**: White (Body)
- **Bracing**: Standard or Nylon Pattern
- **Electronics**: Taylor ES-P® (in and on Models) or ES-N® (Nylon)
- **Tuning Machines**: Chrome
- **Case**: Hardshell Gig Bag
- **Color/Burst**: Tobacco Sunburst Top (214ce-SB) or All Black (214ce-BLK)

Opposite page: Melissa Magargal (middle), daughter of Rob Magargal from our service team, relaxes with friends between classes at San Diego State University; This page (L-R): 214ce-N, 214ce-SB

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**200 Series**

Available Shapes & Models

- **214**: Dreadnought
- **214e**: Electro-Dreadnought
- **214e-N**: Taylor ES-P® electronics
- **214ce**: Grand Auditorium
- **214ce-N**: Taylor ES-P® electronics
- **214ce-SB**: Tobacco Sunburst Top
- **214ce-BLK**: All Black Maple Laminate

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The 2012 Taylor Guitar Guide 200 Series
Series Details
- Back/Sides: Sapele Laminate
- Top: Solid Sitka Spruce
- Finish: Light 3-Ring
- Fretboard Inlay: Pearloid Dots
- Binding: Black (Body)
- Bracing: Standard I or Nylon Pattern
- Electronics: Taylor ES-T® (e and ce Models)
- Tuning Machines: Chrome
- Case: Gig Bag

Like the 200 Series, the sapele 100 Series incorporates laminate back and sides, which offer greater resilience to fluctuating climate conditions, and a slightly narrower 1 11/16-inch neck to keep small hands comfortable. It's one of the best full-size guitars you'll find for the money, especially with the availability of Taylor's ES-T® pickup. It makes a reliable performance tool, a great second guitar for an alternate tuning, or a guitar to keep on hand around the house.

Available Shapes & Models
There’s a lot to be said for the clean, traditional look of a non-cutaway acoustic guitar. With our acoustic line we distill our guitars into their purest acoustic form: shapes and woods, without a cutaway or pickguard (though several pickguard options are offered at no extra charge), and with understated appointments. Standardizing the look across several series keeps the pricing consistent among gloss-finish models in the 5 through 8 Series, and between the satin-finish 3 and 4 Series. As a result, you can choose a guitar based on the right shape and wood combination, without the price variation that comes with different appointment packages. Choose from more than 30 6- and 12-string models, with the optional inclusion of our ES electronics on any model.

Among the other distinctions: All Grand Concerts in the Acoustic 5 Series and higher feature slotted headstocks, and the Acoustic Koa Series comes with a premium appointment package.

Opposite page: DN7 with tobacco sunburst top; This page: GA6e, GA3-12e

For complete specifications on all models, visit taylorguitars.com
A new guitar voice offers a springboard to fresh musical possibilities. Taylor’s Specialty guitars—a Baritone 6- and 8-string and a 12-Fret—incorporate unique design properties to give players expressive new possibilities. The GS baritones are tuned from B to B and feature a 27-inch scale length to give you a deep, rich voice, yet with normal string tension for a familiar playing experience. They’re a great option if you have a lower vocal range or favor a detuned guitar sound. This 8-string version adds two upper octave strings to give you extra shimmer without too much 12-string jangle. Expect incredible tonal range, rich melodies, and a great guitar for walking basslines. The Grand Concert 12-Fret features a different neck-to-body relationship—the neck meets the body at the 12th fret rather than the 14th—along with a shifted bridge location, creating a slightly warmer, sweeter, more “vintage” sound. For 2012, we’ve added a mahogany version of each model to join the original rosewood offerings, and the mahogany 12-Fret is paired with a cedar top rather than spruce. If you want to explore a different version of any of these models, you can always design your own custom Baritone or 12-Fret through our Build to Order program.
A wonder of scaled-down design, the GS Mini is a fun little acoustic cannon that has taken the world by storm since its debut in 2010. Bob Taylor and his development team took everything they learned when they designed the bold-voiced GS body shape and worked it into a compact form that sounds like a full-size guitar. It’s ultra-portable, yet just as comfortable to cradle in the comfort of your home, making it the ultimate modern-day parlor guitar. This year we’re excited to introduce a new tonal flavor with a mahogany-top model for an extra punchy, rootsy sound. We can’t wait to hear what kind of music people create with this mini-marvel.

Available Shapes & Models

GS Mini

<table>
<thead>
<tr>
<th>Available Shapes &amp; Models</th>
<th>GS Mini</th>
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<tbody>
<tr>
<td>GS Mini Mahogany</td>
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GS Mini

The Series Details:

- **Size/Shape**: Scaled-down GS
- **Back/Sides**: Sapele Laminate
- **Top**: Solid Sitka Spruce or Tropical Mahogany
- **Finish**: Varnish Top, Back and Sides
- **Rosette**: 3-Ring
- **Fretboard Inlay**: 5mm Dots
- **Binding**: None
- **Bracing**: GS Mini Pattern w/ Relief Rout
- **Electronics**: Pre-Fitted for ES-Go™ (Aftermarket)
- **Tuning Machines**: Chrome
- **Case**: GS Mini Hard Bag

Opposite page: California/Hawaii sales rep Billy Gill with a mahogany-top GS Mini on the boardwalk at South Mission Beach; This page: Spruce top GS Mini
This 3/4-size Baby Taylor Dreadnought firmly established the travel guitar category 16 years ago and today is more popular than ever. Bob Taylor designed the Baby with kids and travelers in mind. One of the marks of a great guitar is the way it finds new uses in the inspired hands of players. At the heart of it all is an authentic guitar sound and riveting playing experience. Add a capo, heighten it, tune it down, play it around the campfire, help your kids form their first guitar chords — however you use it, it’s always fun to have one within reach. For a bigger Dreadnought sound, the Big Baby is a handy songwriting partner for anyone. For 2012, we’ve upgraded the rosette from a laser-etched design to a single-ring inlay.

**Baby series**

Available Shapes & Models

- Baby Taylor
- Baby Mahogany
- Big Baby Taylor

**Series Details**

- **Size/Shape:** Baby, 3/4-scale Dreadnought (22 3/4-inch Scale Length); Big Baby 15/16-scale Dreadnought (25 1/2-inch Scale Length)
- **Back/Sides:** Sapele Laminate
- **Top:** Solid Sitka Spruce or Tropical Mahogany
- **Finish:** Varnish Top, Back and Sides
- **Fretboard Inlay:** 6mm Dots
- **Binding:** None
- **Bracing:** Baby or Big Baby Pattern
- **Rosette:** 3-Ring
- **Electronics:** Optional Taylor Active Undermount Transducer
- **Tuning Machines:** Chrome
- **Case:** Gig Bag

Opposite page: Sales rep Eric Sakimoto serenades the city with a Baby Taylor on Cowles Mountain, a popular hiking spot not far from the Taylor factory. This page (L-R): Big Baby, Baby Mahogany, Baby Taylor.
Taylor’s Build to Order program invites you to bring your dream guitar to life. Using our comprehensive menu of custom options, you’ll be free to design your guitar from the ground up, starting with a rich assortment of our finest tonewoods, including species and grades that aren’t currently available through our standard line. From there, choose from a full palette of inlays, bindings, and other special appointments, such as a backstrap, truss rod cover, or burst finish. Whether you go for understatement or a detail-rich aesthetic package, everything will add up to a guitar that’s uniquely yours, and that you helped create.

Our program covers a full range of guitar categories, including acoustic steel-strings, nylon-strings, baritone and 12 fret models, the T5, and the T3. And you’ll have plenty of support as you map out your dream. Many of our dealers have spent time with our Build to Order team at the Taylor factory and are trained to help you select your custom guitar details. We also have a friendly, knowledgeable staff that is happy to speak with you by phone to answer all your questions. Once you place your order, the turnaround time is among the best in the industry for a custom guitar. Whatever you dream up, you can feel confident that your Build to Order guitar will deliver signature Taylor quality and stand out as a clear reflection of your musical taste.

If you live in the U.S. or Canada and have questions about the Build to Order program, contact your preferred Taylor dealer or call us at 1-800-943-6782. For customers outside North America, contact your local Taylor dealer. For a list of Build to Order menu categories, see our Build to Order feature at taylorguitars.com.

Opposite page: GS with AA-grade flamey maple back and sides, Sitka spruce top, cocobolo armrest and binding, tropical vine inlay, and Florentine cutaway. This page: All-mahogany 12-fret GC with shaded edgeburst and offset dot fretboard inlays.
Every rule has an exception, right? In your quest for the right acoustic guitar, you may find yourself craving something a little beyond the confines of a standard model, yet not so different to warrant a Build to Order guitar. We completely understand. After all, you want a guitar that’s as comfortable as possible to play, responds with great tonal nuances in your hands, and visually inspires you. With our standard model options, you can usually make a substitution to get exactly the guitar you want. For more playing comfort, you might consider a short-scale neck or a different nut width. Maybe you want the different tonal response of a cedar or Engelmann spruce top instead of Sitka. Or perhaps you want to upgrade to premium AA-grade quilt on a maple guitar and add a tobacco sunburst top. There’s plenty more to choose from, including tuner upgrades, pickguard alternatives, and electronics options. Some options vary by series. For pricing details and to order a guitar with standard model options, talk to your local Taylor dealer. If you have questions along the way, call us and we’ll be happy to help you.

## Options

### Acoustic/Electric 300 Series / Acoustic 3 Series And Up
- Alternative nut widths (1 11/16 or 1 7/8 inches)
- Switching to or from a short-scale neck
- Pickguard options (black, clear, tortoise, none)
- Lefty or lefty strung righty
- No strap pin
- Abalone dot bridge pins (set of 6)
- Taylor Gold tuners (set of 6)
- No Electronics (Acoustic/Electric models only)
- ES® (Acoustic models only)

### Acoustic/Electric 500 Series / Acoustic 5 Series And Up
- Bone nut/saddle upgrade
- Sitka, Engelmann, or cedar top substitution
- 3-piece back
- Florentine cutaway (Acoustic/Electric models only)
- Tobacco/Honey sunburst top (full body only on 600/6 Series)
- Taylor Expression System II
- Gotoh 510 Antique Gold w/ black plastic buttons
- Gotoh 510 Antique Gold

### Acoustic 5 Series Only
- Mahogany top
- Mahogany sunburst (top only)

### Acoustic/Electric 600 Series / Acoustic 6 Series Only
- Sitka, Engelmann or cedar top substitution
- 3-piece back
- Florentine cutaway (Acoustic/Electric models only)
- Tobacco/Honey sunburst top (full body only on 600/6 Series)
- Tuners: Taylor Gold or Chrome
- Gotoh 510 Antique Gold w/ black plastic buttons
- Gotoh 510 Antique Gold

### Acoustic/Electric 900 Series Only
- tuner Options: Gotoh 510 Antique Gold w/ black plastic buttons
- Gotoh 510 Antique Gold

### Acoustic/Electric Koa Series
- Upgrade to AA koa top
- AA koa back/sides
- Honey or tobacco sunburst top (Sitka top models)
- Shaded edgeburst, entire guitar (koa-top models)
- Shaded edgeburst, top only

### Acoustic Koa Series
- Koa top
- Upgrade to AA koa top
- Upgraded to AA koa back/sides
- Shaded edgeburst, entire guitar (koa-top models)
- Shaded edgeburst, top only

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**STANDARD MODEL OPTIONS**

Opposite page: K24ce with shaded edgeburst; This page (top down): 914ce featuring Gotoh 510 Antique Gold tuners with black plastic button; 816ce without a pickguard

THE 2012 TAYLOR GUITAR GUIDE

STANDARD MODEL OPTIONS 55
Taylor's driving passion for improving the guitar-playing experience is expressed in virtually every detail of the all-original SolidBody. It began with a humbucker design that brought something both familiar and yet completely new to the electric world: all the sweetness and distinctive character of vintage pickups together with the power to drive an amp. The pickup’s unique sonic character gave our design team an inspiring foundation around which every other aspect of the guitar was developed. A Taylor electric guitar could only be Taylor: it had to do something new and different, yet with the same elements of playability, tone, and aesthetics that distinguish our acoustic guitars. Find our high-performance aluminum bridge and tone knobs, the Taylor SolidBody sets the new standard for a great electric guitar.

### SolidBody

#### Series Details

<table>
<thead>
<tr>
<th>Standard</th>
<th>Body: Chambered Mahogany/Quilted Maple Top</th>
<th>Neck: Mahogany (Gloss Finish)</th>
<th>Fretboard: Ebony/12-inch Radius</th>
<th>Models: SB1-S (Single Cutaway), SB1-SP (Single Cutaway/Pickguard), SB2-S (Double Cutaway), SB2-SP (Double Cutaway/Pickguard)</th>
<th>Colors: Baja Blue, Balboa Blue, Pacific Blue, Imperial Purple, Borrego Red, Solana Orange, Doheny Green, Galveston Black, Cherry Sunburst, Aged Cherry Sunburst, Tobacco Sunburst, Amber Edgeburst, Del Mar Edgeburst, Desert Sunburst</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classic</td>
<td>Body: Solid Swamp Ash</td>
<td>Neck: Maple (Satin Finish)</td>
<td>Fretboard: Rosewood/12-inch Radius</td>
<td>Models: SB1-X (Single Cutaway), SB2-X (Double Cutaway)</td>
<td>Colors: Translucent White, Titanium Pearl, Translucent Red, Lava Red, Jewelbrite Orange, Purple Ora, Blue Marlin, Viper Blue, Blue Steel, Sage Green, Sublime, Magenta Pearl, Tobacco Sunburst, Natural, Black</td>
</tr>
</tbody>
</table>

Opposite page: Pacific Blue double cutaway Standard with direct-mount vintage alnico humbuckers and tremolo bridge; This page: Jewelescent Orange double cutaway Classic with white pearloid pickguard and 2 single coil/1 humbucker pickup configuration.
Modular Design, Flexible Options

In addition to the SolidBody's many innovative features, the guitar was designed in a modular way that makes it easy to configure your own customized model from several option categories. Choose the Standard or Classic body style with a single or double cutaway. Select a color from a distinctive palette of options for each body style. Choose from more than a dozen different pickup configurations, including mini and full-size humbuckers, each offered in high-definition (HD) or high-gain (HG) versions, plus vintage alnicos and silent single coils. Opt for one of six pickguard colors, rings with the direct-mount option, and choose between a stoptail and a tremolo bridge.

The SolidBody was also designed for long-term flexibility with Taylor’s aftermarket, solderless Loaded Pickguards. These allow you to swap out the entire pickup assembly of your guitar to enable you to transform your guitar’s tonal personality. It gives you the tonal benefits of a whole new guitar at a fraction of the cost.

You can explore all the options offered with the SolidBody using our SolidBody Configurator, which enables you to build a virtual guitar model. Build yours at taylorguitars.com.

An assortment of SolidBody Classic configurations (from top down):
- Trans Blue double cutaway with white pearloid pickguard, 7 mini humbuckers, and tremolo bridge
- Trans White single cutaway with white pearloid pickguard and 3 mini humbuckers
- Tobacco Sunburst double cutaway with aged white pearloid pickguard, 5 single coils, and tremolo bridge
- Trans Red single cutaway with parchment pickguard and 2 HG humbuckers
- Aged Cherry Burst double cutaway with aged white pearloid pickguard, 2 single coil, humbucker, and tremolo bridge
Taylor’s innovative design imprint is all over the T3, capturing all the great tonal character of the semi-hollowbody sound and pushing it in exploring new directions. This year we expanded the T3’s pickup options beyond our high-definition humbuckers to include a choice of mini humbuckers, which blend power and clarity, or vintage alnico humbuckers, which deliver a warm, classic humbucker sound. A coil-splitting application turns those humbuckers into single-coil pickups, while a push/pull tone knob enables truly unique tone-shaping control. Hardware refinements include a chrome roller-style bridge with two tailpiece options: a stoptail or a Bigsby vibrato tailpiece, whose integration with the roller bridge assures pitch and tuning stability. Whatever your musical style — rockabilly, jazz, country, hard rock, surf music — great tones are always at your fingertips with the T3.

Series Details

**Body:** Sapele

**Top:** Quilted Maple

**Back:** Sapele

**Finish:** All Gloss

**Fretboard Inlay:** 4mm Pearl Dots

**Binding:** White (Body, Fretboard, Peghead)

**Bridge:** Chrome Roller Style with Stoptail (T3) or Bigsby Vibrato (T3/B)

**Color/Burst Options:** Natural (Standard), Ruby Red Burst, Black, Orange, Tobacco Sunburst, Honey Burst

**Pickups:** Taylor HD Humbuckers (Standard); Optional Mini Humbuckers or Vintage Alnicos

**Tuning Machines:** Taylor Chrome

**Case:** T3 Hardshell (Black)

**Models:** T3, T3/B
More than ever before, guitar players are blending acoustic and electric textures together on stage, often within the same song. For a solo artist looking for a versatile performance guitar to rock bands with multiple guitarists who layer their sounds, the Taylor T5 was designed as a full-range electric/acoustic guitar. The hollowbody hybrid incorporates three pickups — one magnetic acoustic sensor and two humbuckers — and is equally compatible with acoustic amps, a PA system, and electric amps. A five-way switch allows easy access to acoustic and electric tones, especially with an A/B box. Choose from Standard, Custom, and Classic models, available in a variety of woods and colors, and including 12-strings. For 2012, we debut our new Spires inlay on T5 Custom models.

Series Details

**T5 Custom:** Sapele Body, Gloss Finish, Gold Hardware

**Top Options:** Spruce (C), Curly Maple (C1), Koa (C2), Cocobolo (C3), Walnut (C4), Macassar Ebony (C5)

**Color/Burst Options:** C/C1: Natural, Black; Red, Blue, or Trans Black Edgeburst; Tobacco, Honey or Cherry Sunburst; C2/C3/C4/C5: Shaded Edgeburst Top

**Models:** T5-C, T5-C1, T5-C3, T5-C4, T5-C5, T5-C2, T5S-C2, T5S-C5, T5-C3-12, T5-S-12, T5-S1-12, T5S-C4, T5S-C5-12

**T5 Standard:** Sapele Body, Gloss Finish, Chrome Hardware

**Top Options:** Spruce (S), Curly Maple (S1)

**Color/Burst Options:** Natural, Black, Red, Blue, or Trans Black Edgeburst; Tobacco, Honey or Cherry Sunburst

**Models:** T5-S, T5-S1, T5S-12, T5S-S1-12

**T5 Classic:** Sapele Body, Satin Finish, Chrome Hardware

**Top Options:** Ovangkol

**Models:** T5-X, T5X-12

T5 series

“Being able to go from acoustic to electric tones with the flip of a switch makes the T5 a great tool for worship musicians. The hollowbody design is also physically comfortable — it doesn’t weigh me down.”

— Taylor Dwyer, repair technician and worship leader, with a T5-C2
SUSTAINABILITY

From the forest to the factory, Taylor practices eco-responsibility at every level.

As a guitar manufacturer, Taylor recognizes its role as an active participant in a worldwide ecosystem — both literally and figuratively — in which natural resources, human interaction and business decisions have a direct and profound impact. We take the highest levels of ethical, eco-conscious business. Sustainable forestry remains a central issue among instrument makers, particularly in light of recent legislation that includes the 2008 amendment to the U.S. Lacey Act and coming regulations under the U.S. or the E.U., and with these regulations aims to ensure that only legally harvested timber makes its way into the marketplace. The spirit of both projects in future issues of Wood&Steel.

Looking Ahead

Initiatives currently in development include several new wood sourcing ventures that support long-term sustainability. As Bob Taylor remarks in the “BobSpeak” column in this issue, Taylor has become the owner of a new company, Taylor-Madinter, which has purchased an ebony mill in the Republic of Cameroon. The mill will supply various manufacturers with legally sourced, fair trade ebony for fretboards and bridges. With the help of Taylor’s environmentally friendly polyester guitar finish is applied using a combined robotic/electrostatic spray system, which dramatically reduces material waste; a stack of milled mahogany for guitar necks.

As Taylor and members of our rallying and purchasing departments, actively travel the world to investigate and monitor the sourcing of our wood, we’ve developed pioneering partnerships with environmental organizations like GreenWood Global, a non-profit organization that empowers indigenous, forest-based communities to support themselves through sustainable forestry products. Our work with GreenWood and its counterparts has led to a successful new paradigm of social forestry, allowing several villages to participate in the sustainable harvesting of mahogany.

Our commitment to sustainability is also reflected in the business relationships we forge with our suppliers and vendors internally our Responsible Timber Purchasing Policy provides an ethical framework that guides our purchasing decisions through the entire supply chain and requires our suppliers to do the same. The emphasis on clear policies and communication has helped Taylor develop a strong network of compatible long-term partners. We have worked with many of the same suppliers for 10 to 20 years. 

Among our eco-minded industry partners are companies like Reflex Packaging, which uses recyclable materials to produce the guitar box inserts we use to cushion a guitar during transport. Taylor also has undertaken major recycling efforts across all levels of the company. In 2011, the company recy-

Looking Ahead

As Taylor continues to develop environmentally friendly polyester guitar finish is applied using a combined robotic/electrostatic spray system, which dramatically reduces material waste; a stack of milled mahogany for guitar necks.

A new paradigm of social forestry, allowing several villages to participate in the sustainable harvesting of mahogany.

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A new paradigm of social forestry, allowing several villages to participate in the sustainable harvesting of mahogany.
At Taylor, we’re not only passionate about building guitars, we’re also committed to helping people find the right ones and enjoy them to the fullest. It’s normal to have questions as you consider buying a Taylor guitar, which is why we’ve made it part of our mission to help people make the best possible choices. From there, you can count on us to support your playing experience whenever you need it. We’ll help you maintain your guitar by sharing our proven techniques for properly re-stringing it, or give it a thorough cleanup with one of our service packages. If you ever have issues with your guitar, you can call us and talk with one of our friendly service experts to resolve them. And if your guitar needs repairs, we’ll treat it with the utmost care to restore it to the best possible playing condition.

You’ll also find an array of useful information resources at our website, taylorguitars.com. Read about our different body shapes, tonewoods, and the kinds of guitar models that will best suit your playing applications. Survey the entire Taylor line in depth, including photos and guitar specifications. Please our collection of Taylor tech tips and guitar maintenance articles, which will help you do everything from properly humidify your guitar to get great amplified tone.

When you become a Taylor owner, we encourage you to register your guitar. This will allow us to quickly access information about it to serve you better. In the U.S., Canada and most of Europe, your guitar registration also earns you a free subscription to Wood & Steel. Registering only takes a few minutes, and you can do it at taylorguitars.com/register. Wherever you may be in your guitar journey, or in the world, if you ever need Taylor-related assistance, we’ll be happy to help you.

Taylor Customer Service Contact Information

From the U.S. and Canada
For general questions about service and repair, call our Factory Service Center in El Cajon, California (1-800-943-6782). Our hours are 9 a.m. to 4:30 p.m. Pacific Time, Monday through Friday. If you have questions about buying a guitar, we encourage you to speak with a Taylor dealer, or visit our website to call our service team. We can guide you to the right direction or help you locate a particular Taylor model that may not be available in your local area. We’re also happy to assist customers with Build-to-Order questions.

From Europe
Our new European distribution headquarters in Amsterdam, Netherlands feature a warehouse, sales offices, and a state-of-the-art service and repair center. The European Factory Service Center is open Monday through Friday from 09:00 to 17:00. To schedule an appointment for service, Taylor owners in Europe can contact the service team using the toll free number for their country, as listed below. Additional information for each country can be found at taylorguitars.com/dealers/international.

Taylor Guitars/European Headquarters
Marostraat 113
1095 UA Amsterdam, Netherlands
Main: +31 (0)20 667 6030
Customer Service: +31 (0)20 667 6033
Fax: +31 (0)20 667 6049
Toll-Free Telephone Numbers
Belgium (Dutch): 0800 710 74
Belgium (French): 0800 237 500 11
Denmark: 0800 020 02 23
Finland: 0900 237 500 11
France: 0800 237 500 11
Germany: 0800 181 38 61
Ireland: 0800 237 500 11
Netherlands: 0800 030 12 23
Norway: 0800 027 500 11 (land line), 0800 139 26 (mobile)
Spain: 0800 237 500 11
Sweden: 0800 237 500 11
Switzerland: 0848 774 0848
UK: 0800 277 500 11

From Other Countries
Outside the U.S., Canada and Europe, sales and service questions are best answered by our international distribution partners. For a complete listing of Taylor distribution worldwide, along with contact information, visit taylorguitars.com/dealers/international.
for every Taylor fan

A) Men’s Logo T
100% preshrunk cotton. (Prarie Dust #1700; S-XL, $20.00; XXL-XXXL, $22.00)

B) Men’s Long-Sleeve Logo T
100% preshrunk cotton, ribbed cuffs. (Black #2060; S-XL, $25.00; XXL-XXXL, $27.00)

C) Men’s Long-Sleeve Zodiac T
100% combed cotton, ribbed cuffs. Zodiac rosette design. (Navy #2000; S-XL, $28.00; XXL, $30.00)

D) Women’s Long-Sleeve Vintage Peghead T
Form-fitting 100% preshrunk cotton. Subtle stretch, delicate texture. Screen-printed Taylor peghead in pink. (Black #4600; S-XL, $25.00)

E) Men’s Zipper Fleece Jacket
14-ounce 80/20 cotton/polyester body with 100% polyester Sherpa lining. Two front pockets, plus a secure media pocket, a zipper pocket, and a handwarmer pocket. Charcoal with plush black lining. (#2891, S-XL, $65.00; XXL, $67.00)

F) Men’s Vintage Peghead T
100% combed cotton. (Black #1480; S-XL, $24.00; XXL-XXXL, $26.00)

G) Taylor Half-Zip Pullover
100% yarn-dyed French rib cotton with embroidered Taylor logo, imported by Tommy Bahama. Warm and soft, with relaxed style. (Brown #2800; S-XL, $96.00; XXL, $98.00)

H) Taylor Work Shirt
Permanent press, stain-resistant poly/cotton blend. Two front pockets. Distressed screen print over left pocket and on back. (Charcoal #3070; S-XL, $34.00; XXL-XXXL, $36.00)

TaylorWare
CLOTHING / GEAR / PARTS / GIFTS

winter 2012

A) Men’s Logo T
B) Men’s Long-Sleeve Logo T
C) Men’s Long-Sleeve Zodiac T
D) Women’s Long-Sleeve Vintage Peghead T
E) Men’s Zipper Fleece Jacket
F) Men’s Vintage Peghead T
G) Taylor Half-Zip Pullover
H) Taylor Work Shirt

Thomas and Glen from our Customer Service department pride themselves on taking care of Taylor owners and their guitars. Thomas sports our new Taylor Work Shirt, while Glen shows off our Men’s Appliqué T.

2) Money Clip/Pickholders. Two motifs: one with a built-in pick holder, the other with a teardrop-shaped tonewood embellishment. Titanium or “raindrop”-patterned mokume. For full details and pricing, see taylorguitars.com/taylorware

3) Suede Guitar Strap. (Black #62001, Honey #62000, Chocolate #62003, $35.00)

4) Web Guitar Strap. (Black #65000, Brown #65010, Camouflage #65030, $24.00)

5) iPhone Case (iPhone 4). 100% silicone, shock absorbent, secure grip, no sliding. Full access without removing your phone. Screen-printed Taylor peghead outline on back. (Case color/Peghead color: Black/White #72000, White/Black #72002, Smoke/Black #72001, $12.00)

6) Digital Headstock Tuner. Clip-on chromatic tuner, back-lit LCD display. (#80920, $29.00)

7) Taylor Silver Dial Watch. By Fossil. Stainless steel, Taylor-branded tin gift box included. (#71025, $99.00)

8) Leather Guitar Strap. (Burgundy #64000, Black #64010, Red #64020, Brown #64030, $70.00)


11) Polishing Cloth. Ultra-soft and velvety to protect your Taylor. (Black #80905, $6.00)

12) Taylor Picks. Marble or solid color. Ten picks per pack by gauge. Thin, medium or heavy. ($5.00)

13) Elixir Strings. Acoustic or electric sets. All Elixir sets available through TaylorWare feature Elixir’s ultra-thin NANOWEB™ coating. Visit our website for complete offerings and pricing.


15) Travel Guitar Stand. Designed to accommodate Taylor Guitars with Taylor Gig Bags. (Black #70198, $59.00)

B) Full Zip Hooded Sweatshirt, Cross Guitars Unisex, regular fit eco-fleece with kangaroo front pocket. Enzyme-washed for a super soft feel. Taylor screenprint on chest and I.D. label on sleeve. (Black #28120, Olive #28130, M-L: $49.00, XXL: $59.00)

C) Driver Cap. Cotton twill, one size fits most. Taylor label on back. (Black #00125, $25.00)

D) Military Cap. Enzyme-washed 100% cotton twill blend. Mesh closure, one size. (Black #00400, Olive #00401, $20.00)

E) Driver Cap. Classic style, wool blend for added comfort. Taylor label on back. One size fits most. (Black #00410, Olive #00411, $22.00)

F) Taylor Gitar Beanie. Felted beanie with a guitar embroidered along the sides. (Black #00116, $16.00)

G) Shaker Cap. Organic cotton twill front with Taylor pickup soundhole back. Structured, mid profile, six panel, pre-curved visor. Plastic tab adjust. (Black/Black #00081; Black/Olive #00082; $26.00)

H) ES-Go™ Pickup. Piezo, U.S.A. (#60012, $198.00)

I) Loaded Pickguards. Swappable pickup/pickguard unit for your SolidBody. For a complete list of ordering options, go to taylorguitars.com/taylorware. $195.00 (Single HG Humbucker: $148.00)

J) Taylor Appliqué T. 100% cotton, fashion fit. Distressed-edge TG appliqué on front, Taylor Guitars label on side, small round logo on back. (Smoke #1250; M-XL, $28.00; XXL, $30.00)

K) Full Zip Hooded Sweatshirt, Cross Guitars, unisex, regular fit. 100% cotton, screen-printed Taylor logo on chest and I.D. label on sleeve. (Black #28130, Olive #28100, M-L: $49.00, XXL: $59.00)

L) Felted Beanie. Felted beanie with a guitar embroidered along the sides. (Black #00116, $16.00)

M) Full Zip Hooded Sweatshirt, Cross Guitars Unisex, regular fit eco-fleece with kangaroo front pocket. Enzyme-washed for a super soft feel. Taylor screen-print on chest and I.D. label on sleeve. (Black #28120, Olive #28130, M-L: $49.00, XXL: $59.00)

N) Military Cap. Enzyme-washed 100% cotton twill blend. Mesh closure, one size. (Black #00400, Olive #00401, $20.00)

O) Driver Cap. Classic style, wool blend for added comfort. Taylor label on back. One size fits most. (Black #00410, Olive #00411, $22.00)
Torch-bearing Pairing

We proudly offer a first glimpse of our Expression System® acoustic amp, introduced as part of an exclusive, small-batch Builder’s Reserve release in which a custom guitar is designed together with a matching amp cabinet. This cutaway GS boasts a mix of stunning woods: flatsawn flamed mahogany back and sides, a European spruce top, and flamed maple armrest and binding. The amp cabinet is crafted of solid, flamed maple, flanked by inset side panels of flamed mahogany veneer. Both the panels and fretboard share our “Pasadena Torch” inlay, which was inspired by the Southern California Craftsman-style design aesthetic. Only 30 of the guitar/amp pairs are being offered. Read more inside.