



FOR IMMEDIATE RELEASE

Mitchell Launches New Acoustic Guitar Collection, Marking the Brand's 40th Anniversary with Its Most Significant Redesign

Westlake Village, CA, Sept. 3, 2026 — Guitar Center today announced the Mitchell Acoustic Guitar Collection, a new eight model lineup that represents the largest design update in the brand's history and arrives during Mitchell's 40th anniversary year. The collection will be available exclusively at Guitar Center stores nationwide and at GuitarCenter.com beginning Sept. 3, 2026. The redesign focuses on enhanced comfort, improved tuning stability and amplified performance for players at every level.

"For Mitchell's 40th anniversary, we rebuilt the entire collection around what musicians told us matters most and set a new standard for quality," said Gabe Dalporto, CEO of Guitar Center. "Customer response has been overwhelmingly positive, and we believe these guitars exceed the performance of the best-known brands in the category at their respective price points."

The collection was created with input from working musicians, front line associates and customer testing to solve everyday player problems. Key engineering changes include refined neck profiles for long session comfort, tightened nut and bridge tolerances for improved tuning stability, upgraded MP2 preamps on select models with built in tuners for better stage control, and the addition of select solid and torrefied tops for greater tonal depth. Controlled blind A/B comparisons against national competitors showed players preferring the new models for feel and amplified response.

The eight model range spans entry to premium instruments with suggested retail prices from \$159.99 to \$439.99. Entry level models emphasize comfortable necks and hybrid fretboards, mid-range models add solid top and 12 string options for fuller voice, and premium models feature torrefied spruce and A grade mahogany tops for warmth and projection. All guitars are inspected for immediate playability, with units available at all Guitar Center locations.

"We built these instruments to inspire musicians the moment they pick them up," said Rich Thrush, Vice President, Private Brands of Guitar Center. "Every detail – from the feel of the neck to the voice of the electronics and the factory setup – was designed to remove barriers and fuel creativity. We believe a great guitar shouldn't just sound incredible out of the box; it should make you want to keep playing."

Collection overview:

O100CE Acoustic Electric, \$159.99

Entry model for beginners, auditorium body, slimmer comfort neck, dark HPL/rosewood hybrid fretboard, 18:1 tuners and MP1 electronics.

D150CE Acoustic Electric, \$279.99

Entry-plus model with dreadnought body, comfort neck and the MP2 preamp with built-in chromatic tuner for reliable, amplified performance. Available finishes include blue burst.



Mitchell

O150CE Acoustic Electric, \$279.99

Entry-plus auditorium body with MP2 preamp and built-in tuner, tuned for balanced acoustic tone and stage readiness.

D200M Acoustic, \$219.99

Solid mahogany top with open pore finish for warm, resonant acoustic tone; dreadnought body; aimed at players moving beyond a first guitar.

D20012E 12-String Acoustic Electric, \$349.99

Solid spruce top 12-string delivering rich, full body and chorus-style shimmer, includes MP2 preamp with built-in tuner; dreadnought body.

O250CE Premium Acoustic Electric, \$379.99

Solid torrefied spruce top for a warmer, more mature tone and stronger projection; auditorium body.

O250CEM Premium Acoustic Electric, \$379.99

A-grade mahogany top with open pore finish for enhanced resonance and natural voice; premium setup and feel; auditorium body.

D25012CE Premium 12-String Acoustic Electric, \$439.99

Torrefied spruce top 12-string with MP2 preamp for premium amplified 12-string tone; dreadnought body.

The all-new Mitchell Acoustic Guitar Collection will be available beginning Sept. 3, 2026, exclusively at Guitar Center stores nationwide and online at guitarcenter.com.

About Guitar Center:

Guitar Center is the leading retailer of musical instruments, lessons, repairs and rentals in the U.S. With more than 300 stores nationwide and one of the top direct sales websites in the industry, Guitar Center has helped people make music for more than 60 years. Guitar Center provides a range of musician-based services, including Guitar Center Lessons for players of all ages and skill levels, GC Repairs, an on-site maintenance and repair service, and GC Rentals, offering easy access to instruments and gear. Guitar Center's family of brands includes Music & Arts, which operates more than 250 stores specializing in band and orchestral instruments for sale and rental, serving teachers, band directors, college professors, parents and students, and Musician's Friend, a leading direct marketer of musical instruments in the United States. Guitar Center Business Solutions is the company's commercial division, delivering professional audio, video, lighting and integrated technology solutions for businesses, institutions and creators nationwide through a portfolio of brands including AVDG (Audio Visual Design Group), GC Pro and Custom House at Guitar Center. The Guitar Center Music Foundation is a national nonprofit that expands access to music through instrument donations and support for communities in need.

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