

## Ciari Guitars Expands Award-Winning Ascender Pro-Play Folding Electric Guitar Line, Announces NAMM 2024 Artist Showcases

Ascender P90 Duo and Ascender Standard+ add to award-winning Ascender line of professional-grade, full-size Nashville-crafted folding guitars. Both launch at NAMM 2024 (Jan 25-28, 2024) with Artist Showcases at Ciari Booth 4744



P90 Duo and Ascender Standard+, the latest addition to the manufacturer's award-winning line of professional-grade, full-sized folding guitars. Both new models will launch during the 2024 NAMM Show in Anaheim, CA January 25-28, 2024. Visit NAMM Booth 4744 (Hall D) to see them in action, and don't miss the Ciari Artist Showcases noted below!

### **Ascender P90 Duo**

Combining award-winning design with expert luthier craftsmanship, the Ascender P90 Duo breaks new ground by offering an OEM-exclusive Seymour Duncan® P90 pickups or Fishman Fluence pickups with an on-board rechargeable battery. With its patented compact, foldable design and unique sonic character, the Ascender P90 Duo is the ideal travel companion for the modern musician who demands precision, portability, and most of all, performance. The Ascender P90 Duo with custom Seymour Duncan P90's will sell for \$1,699 while the Ascender P90 Duo with Fishman Fluence P90's will sell for \$2,099, both at <https://ciariguitars.com>.

The Ascender P90 Duo embraces an asymmetric, surf-forward, satin basswood body style, available in five eye-catching colors: Black, White, Sea Foam Green, Red, and Blue. The full-sized design offers a 24 3/4-inch scale length and 1.7-inch nut width. The resonant mahogany neck has an ebony fretboard with 22 medium-jumbo frets. In collaboration with Glaser Instruments, Ciari Guitars uses Plek machining technology to plane the fingerboard and dress the frets, ensuring ideal action and playability.

Each Ascender P90 Duo has a Tune-o-Matic Roller Bridge designed to ensure a smooth string path and tuning stability. The 3+3 headstock offers custom Ciari locking tuners, which play an important role in the manufacturer's patented folding system. When it's time to hit the road, players engage the system, which combines an aircraft-grade mid-neck hinge, a translating locking strut to selectively immobilize the hinge, and a floating tailpiece to selectively tighten and loosen the strings. This system enables the Ascender P90 Duo to fold in half symmetrically for a folded length of 18.5 inches. While folded, the elegant string management keeps the strings in place and under light tension, while the custom locking tuners ensure everything stays crisp and in tune when unfolded for play.

The Ascender P90 Duo ranges in weight from ~7.2 lbs. (Seymour Duncan P90 model) and 7.8 lbs. (Fishman Fluence model) similar to other pro-level electric guitars – with the added bonus of symmetrical folding for stress-free mobility. Each Ascender P90 Duo comes with a stylish quilted Ciari Gig Bag. A durable personal item-sized Ciari Backpack is sold separately.

Compact, fully portable, and packing a huge sound with unparalleled tone, the Ascender P90 Duo is a great solution and a professional-grade instrument for musicians who want the best of both worlds and won't settle for less.

### **Ascender Standard+**

The Ascender Standard+ is an exciting elevation of the award-winning Ascender Standard, boasting an attractive, classic gloss finish with binding, along with premium electronics (including coil-splits) for a wide range of tonal possibilities in a single, work-horse electric guitar. Both are new to the Ascender Standard lineup, which has featured a rugged satin finish to date. The new gloss-finished models include Black with White Binding and White with Black Binding. The Ascender Standard+ will sell for \$1,999.00 at <https://ciariguitars.com>.

The Ciari Nashville Custom Shop accepts custom requests, including flame top, burst finish models, flatbed printed graphics, and skins.

## **NAMM 2024 Artist Showcases**

Ciari Guitars is excited to announce the following list of Artist Showcases taking place at Booth 4744 (Hall D) during the 2024 NAMM Show:

### **Thursday, Jan. 25**

Quinton Gibson (Darius Rucker) 11:00 am PST, 1:30 pm PST, 4:30 pm PST

Big Mike Hart 12:30 pm PST

### **Friday, Jan. 26**

Chris Rocha 11:30 am PST

Cody Jones 2:30 pm PST

My Guy Mars 3:30 pm PST

### **Saturday, Jan. 27**

Chris Rocha 4:30 pm PST

Blue House 3:30 pm PST, 5:00 pm PST

For updates and additions to the Ciari Artist Showcase, follow us on Insta/FB @CiariGuitars!

Ciari Artists not attending NAMM include Steve Stevens (Billy Idol), Rich Fortus (Guns and Roses), Scott Ian (Anthrax), Rick Marcel (Kool & The Gang), Greg Suran (Lionel Ritchie, American Idol), Colin Orange (Commodores), Jonathan Butler, Adam Hawley, Isaiah Sharkey, among others.

## **About Ciari Guitars**

Ciari Guitars was born out of Founder and CEO Jonathan Spangler's passion for music and his desire to create a solution for traveling musicians. Made by musicians for musicians, Ciari Guitars offers premium-quality folding guitars that are easy to transport and ready for any gig. Learn more at [www.ciariguitars.com](http://www.ciariguitars.com).



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