**Guitar Center’s Fall Guitar-A-Thon returns with exclusive new launches and epic seasonal savings**

*Running September 18 – October 8, Guitar-A-Thon (GAT) debuts more than a dozen new products, from bold reissues of legendary designs to striking models built for today’s players*

**Westlake Village, CA (September 18, 2025) —** Guitar Center today announced the return of Fall Guitar-A-Thon, running September 18 through October 8. The three-week event, taking place in stores nationwide and online, is more than just a sale – it’s a celebration of guitar culture that brings together exclusive products you can only find at Guitar Center, immersive experiences and unbeatable deals.

As part of this Fall’s Guitar-A-Thon, Guitar Center will debut more than a dozen exclusive products alongside the latest releases from top brands. Shoppers can also take advantage of deep discounts across guitars, amps, effects and accessories. From September 18 – October 8, Guitar Center Gear Card holders can enjoy 48-month financing on top brands. For those looking to upgrade their sound, anyone who purchases qualifying guitar pickups during Guitar-A-Thon can have them installed at no additional cost by Guitar Center’s expert Repairs Team.

“Guitar-A-Thon is one of the most important moments on our calendar because it brings together the best of Guitar Center – especially our exclusive gear you can’t find anywhere else,” said Gabe Dalporto, Guitar Center CEO. “This fall we’re unveiling a lineup of exclusives that resurrect legendary designs and push forward bold new shapes built for today’s players.”

Featured **Guitar Center Exclusives** launching during Guitar-A-Thon:

Epiphone Flying V ‘70s Limited-Edition Electric Guitar
The Epiphone Flying V ‘70s Limited Edition revives one of rock’s boldest designs with premium modern upgrades. Offered in exclusive translucent burst finishes, this reissue brings the flair and tone of the 70s into today’s player-friendly format. Key features include exclusive Translucent Burst top finishes, mahogany body with SlimTaper neck profile, Epiphone T-Type PRO humbuckers, comfortable 24.75" scale length, Flying V body shape with ‘70s-era styling cues, and premium hardware and finish details. Price: $699.00.

Jackson X Series RR-B IV Bass Guitar
The Jackson X Series RR-B IV Bass Guitar translates the aggressive attitude of the iconic Randy Rhoads V-shape into a powerful bass format. Loaded with a single EMG 35DC humbucker, a Jackson high-mass bridge, and a neck-through maple construction, this bass is built for high-octane tone and ultimate stage presence (designed specifically for metal and aggressive playing styles). Additional features include 12"-16" compound radius ebony fretboard for fast playability, and offset V-body inspired by the Randy Rhoads signature shape. Price: $899.99.

Marshall DSL40CR 40W 1x12 Limited-Edition Stealth Combo Amp
The Marshall DSL40CR Stealth is an all-black version of Marshall’s best-selling combo amp. Built for stage and studio, it combines iconic DSL tube tone with modern flexibility and collectible aesthetics. This blacked-out beast is designed to turn heads and ears alike. Key features include all-black knobs, grille, logo, and control panel for a sleek, aggressive look; EL34 power tubes and 12AX7 preamp delivering classic Marshall DSL tone; 12" Celestion V-Type speaker for punchy, defined output; built-in spring reverb for authentic ambiance; power scaling for flexible volume control and home/stage usability; Softube-emulated out for studio-ready direct recording; and dual-channel design with refined tone-shaping options. Price: $799.99.

Mitchell Launch & Motion Series Acoustic Guitars
Mitchell’s 2025 Launch and Motion Series marks the beginning of a reimagining of Mitchell as Guitar Center’s premier in-house acoustic brand, introducing 10 all new dreadnought and junior body models priced from $99.99 to $199.99. Engineered from the ground up with proprietary designs, the lineup delivers playability-driven specs such as shorter scale lengths, tension reducing headstocks, and string through bridges, offering features rarely seen at this price point. The first wave is available now during Guitar-A-Thon, with the high gloss D150 Motion Series and three quarter size O100JR in store and online, the under $100 D75S Starter available online, and the D100 offered exclusively online with a comfortable satin finish that sets a new standard for sound and quality in the sub $150 range, making it the best full size dreadnought for players on a budget. The O100JR is built for kids, smaller players, travel, or casual playing at home, while the D75S Starter provides an accessible entry point with a string through bridge and a 10 degree headstock angle. Additional models will roll out later this year, setting the tone for Mitchell’s relaunch with guitars that bring premium features to the sub $200 category and defy expectations of what an affordable instrument can be.

Guitar-A-Thon brings together Guitar Center exclusive launches, new gear from leading brands and expert repair services. Paired with personalized guidance from Guitar Center’s experts, it creates a one-of-a-kind shopping experience for guitar players. Customers can also try *Rig Advisor,* Guitar Center’s new in-store AI tool that helps musicians instantly explore, compare, and select gear available at their local store. The technology makes it easier than ever to find the right fit during Guitar-A-Thon.

Photo file 1: Epiphone\_FlyingV\_70s.JPG

Photo caption 1: Epiphone Flying V ‘70s Limited-Edition Electric Guitar

Photo file 2: Jackson\_XSeries\_RR\_B\_IV.JPG

Photo caption 2: Jackson X Series RR-B IV Bass Guitar

Photo file 3: Marshall\_DSL40CR\_40W.JPG

Photo caption 3: Marshall DSL40CR 40W 1x12 Limited-Edition Stealth Combo Amp

Photo file 4: Mitchell\_Launch\_Motion.JPG

Photo caption 4: Mitchell Launch & Motion Series Acoustic Guitars

Additional product and lifestyle photos available [here](https://www.dropbox.com/scl/fo/9tbui0vimjtzsihubk7if/ACJEqUOy4GiNNSNdh55hks8?rlkey=6nt0k6ldlc8aa1obo0wscu8vq&e=1&st=q9d2jxir&dl=0).

**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 across the U.S. 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 also provides customers with various musician-based services, including Guitar Center Lessons, where musicians of all ages and skill levels can learn to play a variety of instruments in many music genres, GC Repairs, an on-site maintenance and repairs service, and GC Rentals, a program offering easy rentals of instruments and other sound reinforcement gear. Additionally, Guitar Center’s sister brands include Music & Arts, which operates more than 250 stores specializing in band & 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. For more information about Guitar Center, please visit [guitarcenter.com](http://www.guitarcenter.com/).

**FOR MORE INFORMATION PLEASE CONTACT:**

Clyne Media | pr@clynemedia.com

Guitar Center | media@guitarcenter.com