



## Taylor Guitars | 50th Anniversary Historical Milestones

### 1974

Bob Taylor partners with Kurt Listug to launch what will become Taylor Guitars. Bob is 19; Kurt is 21.

### 1979

The concert film *Rust Never Sleeps*, chronicling Neil Young's 1978 tour with Crazy Horse, is released. Young opens the show playing a Taylor 12-string 855.

### 1984

Bob Taylor introduces his first original body design, the Grand Concert. Compact, responsive and sonically balanced, it appeals to fingerstyle guitarists.

### 1990

Bob Taylor becomes the first acoustic guitar builder to use a computer numeric controlled (CNC) mill. It transforms his approach to making guitars.

### 1992

Taylor launches its innovative "Trees" ad campaign, which taps into the aspirational spirit of owning a Taylor guitar and sets the brand apart.

### 1994

Taylor's Grand Auditorium body style debuts. Sized between a Grand Concert and dreadnought, its musical versatility will make it Taylor's most popular body shape.

### 1996

Bob Taylor introduces the Baby Taylor, a 3/4-size mini-Dreadnought whose playability, musicality and sub-compact form make it enormously appealing to travelers, kids and pros on the go.

### 1999

Bob Taylor debuts a revolutionary neck design that greatly improves the way the neck attaches to the body and enables the neck angle to be precisely calibrated.

### 2000

Taylor opens a second factory in Tecate, Baja California, an hour away from its U.S. headquarters. It becomes a vital part of Taylor's production ecosystem.

### 2003

Taylor unveils its Expression System® acoustic pickup and preamp. The design continues to evolve in pursuit of natural-sounding amplified acoustic tone.

### 2006

Taylor's Grand Symphony debuts. Slightly bigger than the Grand Auditorium, its tone profile produces more volume, bass and sustain without muddying the clarity of the mids and highs.

### 2010

Taylor introduces the GS Mini, a compact guitar with a surprisingly full-bodied voice. It has become one of the most popular acoustic guitars in the world.

### 2011

Bob Taylor hires Andy Powers to be Taylor's next-generation guitar design architect. His arrival ushers in a new era of Taylor guitar innovation.

### 2013

The Grand Orchestra debuts. Designed by Andy Powers, it replaces the Jumbo and blends depth, boldness and complexity with remarkable balance and surprising touch sensitivity.

### 2014

The U.S. State Department honors Taylor Guitars with the prestigious Award for Corporate Excellence for its transformative work in the ebony trade in Cameroon.

### 2018

Andy Powers introduces his innovative V-Class® bracing design. The new sonic architecture enables Taylor's guitars to produce more volume, sustain and pitch precision. To celebrate the launch of V-Class, Andy also debuts his Builder's Edition class of guitars, which boast an array of premium, comfort-enhancing refinements.

### 2019

The Grand Pacific debuts. The non-cutaway round-shoulder dreadnought introduces a different sonic personality than the articulate, "modern" voice people associate with Taylor. Notes blend together smoothly to create a warm and seasoned sound.

### 2021

To preserve Taylor's innovative culture, Taylor transitions to 100% employee ownership. Chief builder Andy Powers is later named President and CEO.