



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.