Yamaha Debuts Second Generation Custom Z Trumpet Designed in Partnership with Jazz Icon Bobby Shew

The YTR-8310Z is lightweight, has a brilliant sound, and incorporates a step-bore design to maximize efficiency and comfortable resistance for live music

ANAHEIM, Calif. (PRWEB) January 24, 2019 -- Yamaha today introduced the highly anticipated second generation of the company’s popular Custom Z trumpet, an industry leading instrument with a unique design and construction that is unmatched by the competition.

Having made its debut in 2001, the original Custom Z was borne out of the company’s long and close partnership with legendary trumpet player Bobby Shew, who has been a Yamaha artist since 1992. An exceptionally versatile player, Shew wanted to create one super-efficient instrument that could alternatively scream out a powerful lead, or play soft, mellow ballads. The result of this collaboration was a hugely popular, world-class instrument—the YTR-8310Z—one that is lightweight, has a brilliant sound, and incorporates a step-bore design to maximize efficiency and comfortable resistance for live music.

While maintaining many of the design features that made the original Custom Z trumpet so unique, the new YTR-8310ZII has an updated leadpipe and a precise valve casing design. These modifications combine to offer unprecedented tonal richness and depth, while maintaining maximum efficiency and comfortable resistance for players in any setting and genre—from the jazz club stage to the recording studio.

Notes Shew: “I’ve been playing the original Z for a long time, but after a busy day of playing the new 8310Z, I was amazed. It speaks easily with little effort and fills the room with sound. Thanks, Yamaha—a wonderful step forward!”

“There is an incredible efficiency to the Custom Z trumpet that is unrivaled by the competition,” adds Brian Petterson, marketing manager, Yamaha Winds, Yamaha Corporation of America. “One hallmark of Yamaha research and development is that it never stops, and the popularity of the Custom Z is a testament to our company’s relentless desire to work closely with top artists to improve our instruments.”

Pricing and Availability
The Yamaha YTR-8310ZII Custom Z Trumpets begin with an MSRP of $3,396 and are expected to ship in January 2019.

For more information, visit the Yamaha Booth at the 2019 NAMM Show in the Anaheim Marriott Hotel, Marquis Ballroom, January 24-27, 2019, or https://yamaha.io/2KrU144

-END-

About Yamaha
Yamaha Corporation of America (YCA) is one of the largest subsidiaries of Yamaha Corporation, Japan and offers a full line of award-winning musical instruments, sound reinforcement, commercial installation and home entertainment products to the U.S. market. Products include: Yamaha acoustic, digital and hybrid pianos, portable keyboards, guitars, acoustic and electronic drums, band and orchestral instruments, marching percussion products, synthesizers, professional digital and analog audio equipment, Steinberg recording
products and NEXO commercial audio products, as well as AV receivers, amplifiers, MusicCast wireless multiroom audio systems, Blu-ray/CD players, earphones, headphones, home-theater-in-a-box systems, sound bars and its exclusive line of Digital Sound Projectors. YCA markets innovative, finely crafted technology and entertainment products and musical instruments targeted to the hobbyist, education, worship, music, professional audio installation and consumer markets.
Contact Information
Peter Giles
Giles Communications
http://www.giles.com
914-644-3500 x 700

Online Web 2.0 Version
You can read the online version of this press release here.