



Introducing:

The 2018 New World PERFORMANCE GUITAR

*Still the Same, with
a NEW Label and
Costs \$1000 Less!*

Starting in 2018, **New World Guitar Company** is taking over building the PERFORMANCE model guitar. The PERFORMANCE was designed by Kenny Hill and built by the **Hill Guitar Company** for many years. This popular guitar is an economical doubletop guitar, giving the player all of the benefits of this modern guitar technology, including sound ports and lattice bracing.

Over the past several years, Kenny Hill has been training our highly-skilled New World luthiers in the proprietary techniques and specifications that have made the PERFORMANCE model a choice of professionals and serious players.

Kenny Hill is pleased to announce the **New World Guitar** release of the Standard 650mm PERFORMANCE model with a spruce or cedar doubletop, available through **New World Guitar** dealers and at the **Hill Guitar Company** in California direct.

The original intention of rebranding the PERFORMANCE model was to make this imported guitar to be **indistinguishable** from the domestic guitar, but at a lower price point. We have succeeded in doing so, and invite you to try one and see!

specifications

- Doubletop: Nomex sandwiched Spruce and Cedar
- Solid CITES certified East Indian Rosewood
- Ebony fingerboard
- Lattice bracing
- Spanish Cedar neck - Hill Profile
- Bone Nut & Saddle, compensated
- 12 Hole bridge
- Gotoh tuning machines
- Double acting truss rod
- French polish finish
- Arched hardshell case

MSRP

\$4500

2018 Standard Performance
Made in China

NEW WORLD GUITAR COMPANY

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