



YAMAHA Music Europe GmbH
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Press Release

Yamaha debuts second generation Custom Z Trumpet designed in partnership with jazz icon Bobby Shew

January 25, 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.

A unique trumpet from the very start

This iconic model goes a long way back to the original YTR-6310Z, borne out of the company's close partnership with legendary trumpet player Bobby Shew, who has been a Yamaha artist since 1992. Considered by many leading artists to be the best trumpet on the market, the idea of Yamaha attempting to improve it, caused some scepticism at first, but the success of the 1st generation YTR-8310Z speaks for itself. The result of this collaboration was, once again, a hugely popular, world-class instrument—the YTR-8310Z—a lightweight trumpet with a brilliant sound, incorporating a step-bore design to maximize efficiency and comfortable resistance for live music.

The legend continues, YTR-8310ZII

While maintaining many of the design features that made the original Custom Z trumpet so unique, the new YTR-8310ZII has an updated lead pipe and a precise valve casing design. These modifications combine to offer unprecedented tonal richness and depth, together with 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!"

"At Yamaha we are in a unique position to have the chance to work with legendary players like Bobby Shew who are helping us to develop and improve our instruments. The Z-Trumpets are an absolute success story starting from YTR-6310Z to our 2nd Generation YTR-8310Z model now. The great versatility and efficiency is absolute impressive and makes it one of the most popular Trumpets worldwide." Timo Hänf, Product Specialist, Brass, Yamaha Music Europe.

Additional information about Yamaha Music Europe can be found here: europe.yamaha.com

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About Yamaha

Yamaha Music Europe GmbH is a subsidiary of Yamaha Corporation, Japan and offers a full line of award-winning musical instruments, sound reinforcement, commercial installation and home entertainment products to the European 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 analogue 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-theatre-in-a-box systems, sound bars and its exclusive line of Digital Sound Projectors.