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**Ernie Ball Music Man Announces New 2020 Steve Lukather Signature Guitar**

*The 2020 Luke III model introduces a new pre-amp, new Ernie Ball Music Man pickups, and a new premium maple top option*

(San Luis Obispo, CA – January 16, 2020) – Ernie Ball Music Man, the world’s leading manufacturer of musical instruments, guitar strings and accessories, is proud to announce the 2020 line of Steve Lukather signature model guitars.

**2020 Luke III**

Revamped with custom Music Man electronics, the latest evolution of Steve Lukather’s signature guitar features an alder body with a figured roasted maple neck and rosewood fingerboard. The HH model is outfitted with newly designed Ernie Ball Music Man high-output humbucking pickups. The HSS model, equipped with the same new bridge humbucker, also sports Ernie Ball Music Man’s renowned Cutlass single coils, providing players with amazing tonal versatility. Both pickup configurations are furnished with a 5-way switch and a 20dB boost push/push volume knob. The LIII comes standard with a super smooth floating Ernie Ball Music Man vintage tremolo system. Available in 3 new finishes: Olive Pearl, Fuschia Sparkle, and Ocean Sparkle. The all-new Luke III will retail starting at $2549 and will be available for pre-order June 9, 2020, and available at retailers beginning July 7.

**2020 Luke III Maple Top**

Featuring a light-weight Okoume body with a premium figured maple top and newly designed custom Music Man electronics, this latest evolution of Steve Lukather’s signature guitar perfectly fuses comfort, beauty, and tonal versatility. The HH model is outfitted with newly designed Ernie Ball Music Man high-output humbucking pickups. The HSS model, equipped with the same new bridge humbucker and also sports Ernie Ball Music Man’s renowned Cutlass single coils, providing players with a variety of tonal options. Both pickup configurations are furnished with a 5-way switch and a 20dB boost push/push volume knob. Other appointments include a roasted maple neck, rosewood fingerboard and a floating Ernie Ball Music Man vintage tremolo system. Available as a flame or quilt top in 2 finishes: Luscious Green and Cherry Burst. The all-new Luke III Maple Top will retail starting at $3199 and will be available for pre-order June 9, 2020, and available at retailers beginning July 7.

Lukather stated, “In our never-ending quest for tone and fresh sounds, the team at Music Man made new pickups that knocked me out! As we have had III versions of the guitar, the new Luke model is a fresh step forward in tone with their specially designed pickups. I love ALL the different MM versions of my guitar and use them all, but this new one is gonna impress! So many new sounds. Please check it out and play and hear one yourself!”

Photo file: Luke3-Maple-Top-Cherry-Burst.JPG

Photo caption: Ernie Ball Music Man’s new Luke III Maple Top 2020 guitar in Cherry Burst

Additional photos available [here](https://www.dropbox.com/sh/a9bzn514jzh2ynq/AAAcJeavwXjAA_pd7h9z6D9Za/EBMM/2020%20Luke/Images?dl=0&subfolder_nav_tracking=1).

**ABOUT ERNIE BALL**

In 1962, veteran player and guitar teacher Ernie Ball created Slinkys®, the innovative light gauge electric guitar strings widely revered by thousands of iconic players including Eric Clapton, Keith Richards, Jimmy Page, Paul McCartney, Metallica, Brad Paisley, Slash, John Petrucci, Angus Young and John Mayer. The strings are all crafted in Coachella, CA. Ernie Ball also offers state-of-the-art instrument accessories that are carried in more than 6,000 stores in the U.S. and 120 countries worldwide. Officially purchasing the Music Man® company in 1984, Sterling, joined later by his sons Scott and Brian, has built a team of dedicated professionals based in San Luis Obispo, CA who collectively share a common goal: crafting the highest level of hand-crafted instruments available. Originally founded by Tom Walker, Forrest White and Leo Fender in 1974, Music Man built its name leading an industry revolution, introducing active electronics on its production instruments. As part of the team during the 70’s, Sterling Ball played an important role on the design and development of the iconic StingRay basses. The family-run company maintains its founder's dedication to preserving the musician's playing experience and delivering superior sound quality through the development of new products, such as Cobalt Slinkys, M-Steel, Earthwood and the revolutionary Element Shield Packaging, keeping each set as fresh as the day they were made. The company also fosters artist development through musician-focused programs such as the world's largest and longest running unsigned artist programs, where bands compete each year for the chance to play live on national tours, festivals and events. Visit them online at [www.ernieball.com](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.ernieball.com&d=DwMFaQ&c=qwStF0e4-YFyvjCeML3ehA&r=xIU6crmdZ1jU5Lv7Z0KzByyl-bxmhhv06yjTt9qHHBc&m=mRAdxnLLAzitGZkD8nMXfiDUadqN8escqrl8lboJOlI&s=EhQSAJ49BKQptPTirrWNsvFp1wNC6KRReSJVanpLLlg&e=) and [www.music-man.com](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.music-2Dman.com&d=DwMFaQ&c=qwStF0e4-YFyvjCeML3ehA&r=xIU6crmdZ1jU5Lv7Z0KzByyl-bxmhhv06yjTt9qHHBc&m=mRAdxnLLAzitGZkD8nMXfiDUadqN8escqrl8lboJOlI&s=FtBtVAoldcmVD3WnTrDfl1lPkaW_dVW72uFLozFRcJw&e=).

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