



**Traynor**

**MEDIA RELEASE  
December 5, 2019**

## **Traynor Returns With YCV40 20<sup>th</sup> Anniversary Tube Amp Reissue**

**December 5, 2019 (Toronto, On)**- Traynor Amplifiers celebrates the 20<sup>th</sup> Anniversary of the classic YCV40 tube amp with the YCV4050. This latest installment to the YCV series will premiere at Winter NAMM 2020.

As the year 2000 approached, the world braced itself for an impending Y2K disaster. People stocked their bunkers with canned goods and corporations did everything they could to make sure their digital data was backed up and safe as possible from the dreaded numeric change. Meanwhile in Canada, legendary amplifier manufacturer, Traynor, kept on doing what they do best; designing an award-winning world class tube amp.

The YCV40 was released in 2000 and went on to become the longest running guitar amp series in the company's 56 year history.

Prior to 2000, it had been approximately 10 years since Traynor had released a guitar amp. Traynor's return had to be more than nostalgia, but relevant to the market of the day. Traynor's name was still out there as enthusiasts were modifying their vintage Traynors. Ray Himbeault, Traynor's Design Engineer who created the original YCV40 reflects on the decision process: "We knew we wanted to build a single 12" combo with the features appropriate for the time."

The YCV 40 was released to international success at the retail level and in the press. In 2001 the amp was awarded Guitar Player Magazine's Editor's Pick.

As the years went on, the YCV40 design evolved into a series with each amp having its own unique technical and cosmetic feature set. The YCV4050 20<sup>th</sup> Anniversary Edition is an accumulation of the most loved aspects offered by the YCV 40 culled from the last 20 years.

When Traynor released the YCV50B, the amp was renowned for its modern tone and addition of a Master Volume control. The YCV4050 includes the Master Volume control and the ability to switch between "Vintage" and Modern" tones.

Designed and built in Canada, the YCV4050 contains a 12" Celestion Creamback speaker and hand-selected 12AX7 and 6L6GC tubes. An Auto-matching tube circuit maintains the bias balance as tubes age ensuring hum free performance throughout tube life.

Throughout its history the YCV series have been issued in black, blue and wine red. To celebrate the 20<sup>th</sup> anniversary, the YCV4050 is finished in emerald green leatherette, oatmeal grill and chicken beak knobs.

The new YCV4050 20<sup>th</sup> Anniversary edition celebrates the YCV legacy and reintroduces the amp as a timeless classic.

Yorkville Sound's VP of Sales & Marketing, Jeff Cowling, looks forward to user reaction: "The YCV40 is a perfect example of catching lightning in a bottle. This amp has been beloved by so many discerning guitar players over the last two decades. Traynor's cumulative experience with this amp lead us to the YCV4050 - the best of the series from the inside out."

**Experience the YCV4050 Guitar Tube Combo this Winter NAMM at Yorkville Sound's showroom #17206.**

For more information about Yorkville Sound visit [yorkville.com](http://yorkville.com)

For more information about Traynor Amplifiers visit [traynoramps.com](http://traynoramps.com)

Interested in becoming dealer for Yorkville Sound? Click [here!](#)

**ABOUT YORKVILLE** – Yorkville Sound has been a manufacturer of PA systems and loudspeakers, Traynor instrument amplifiers, installed audio systems and accessories since its inception in 1963. The company now employs over 220 people in a 150,000 sq ft facility in Pickering Ontario, Canada (a suburb of Toronto). In addition to its manufacturing capability, Yorkville Sound is an importer and distributor of microphones, and accessories under the **Apex brand** ([www.apexelectronics.com](http://www.apexelectronics.com)) as well as studio effects, signal processors, microphone preamps and accessories under the brand name **Applied Research & Technology (ART)** ([www.artproaudio.com](http://www.artproaudio.com)). Yorkville Sound distributed lines include **Aston Microphones, Granite Percussion, Denver Guitars, Orion FX Lighting, HK Audio, Hughes & Kettner Amplifiers** for North America; **Epiphone Guitars, Gibson Guitars, Mapex Drums, Los Cabos Drumsticks, Line 6, Ernie Ball Strings, Rotosound Strings, Dean Markley Strings, Snark Tuners, GoPro Cameras, TrueTone Pedals, Gibson Pro Audio, Cerwin-Vega, Stanton, KRK**, as well as **Gallien-Krueger** amplifiers for Canada

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