



NAMM 2012





ASHDOWN CELEBRATE THEIR 15TH ANNIVERSARY IN 2012

Booth 4342, Winter NAMM 2012

Ashdown Engineering are 15 years old this year celebrating in style with the addition of the 15th Anniversary logo to every amplifier sold from January 1st. From practice amps to the hand built monsters of rock that are the BTA-400's.

15 years marks exciting times for Ashdown with further support for the Canadian and US markets in the form of our fantastic newly appointed distributors SF Marketing (Canada) and Musiquip (USA). They have great energy and offer amazing support for their own sales team so we are very confident that SF and MQ will take Ashdown to the next level of brand awareness across America and Canada.

Last year also saw a huge change in the way we do business across Europe, Going direct has made a massive impact on our image, spending weeks at a time on the road across Germany, France and Benelux. Re enforcing the teachings of Ashdown has seen wonderful support from retailers right across the board from the likes of Music Store, Key Music, Musikhaus Thomann to name a few. More of this is to come as we grow in 2012.

2012 will be a year to spread to word even further that there is another name in Bass Amplification that needs to be heard. With kind words from Mr. James LoMenzo "15 years of the best Bass amplification on the planet! ... and I've been fortunate enough to have been along for 13 of those years. Congratulations Ashdown!" to help us along our way we feel very confident that we will be in an even better position in years to come.

We are also proud to offer a new 5-year limited warranty on all Ashdown products. We are confident that our products are manufactured to the highest standards, using the best selected materials. New for 2012.

Be sure to check out www.ashdownmusic.com for more info.

For further information, please contact:

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Happy new year to you all,

We have a lot of news to share with you this year at the NAMM show in sunny old California. Please take the time to look through this press pack for all relevant info on what new for 2012.

High res versions print ready can be downloaded from this link:

<http://tinyurl.com/ashdownpress>

Please feel free to get in touch if you have any questions on anything Ashdown related.

All the best and here's to 2012.

Ashdown Team.



**ALL HEADS & COMBO'S MANUFACTURED
THIS YEAR WILL FEATURE OUR 15TH
ANNIVERSARY LOGO.**



ASHDOWN LAUNCH NEW AND UPGRADED PRACTICE AMPS TO ADD TO THEIR ALL ACCESS RANGE AT THIS YEARS NAMM SHOW.

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After 4 years of the current Ashdown All Access range of practice amps, including the Ashdown After 8, Perfect 10 and Five 15 we decided to up the stakes and upgrade everything about them except the name.

Starting with the power, every amp has been up rated: 20 watts for the After 8, 40 watts for the Perfect 10 and a mind blowing 100 watts for the formidable Five 15, making the Ashdown All Access range a very powerful line to compete with.

We have also added new features for the aspiring bass players out there, including a new tube-emulated 'Gain' drive. This adds overdrive, as a tube amp would when adding gain, from slight grit to full on overdrive.

In conjunction with the 'Gain' control we have provided a 'Master' control, which controls the master output of the amp much like with a tube amp you can set your gain and overall output accordingly.

A very handy line input 'Mix' control has been added which allows you to set the level of your Backing Track for perfecting your favorite songs.

The EQ section of the amp hasn't changed. It is still as simple and affective as always with simple 'Bass' 'Middle' and 'Treble' rotary controls. There is also a Headphone out socket provided for silent practice.

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AFTER 8



PERFECT 10



FIVE 15



FIVE 15
MINI STACK



ASHDOWN LAUNCH BRAND NEW ABM'S TO ADD TO THE RANGE AT THIS YEARS NAMM SHOW.

Booth 4342, Winter NAMM 2012

Introducing The ABM-1000 and ABM-2000 to the line of industry standard professional Bass amplifiers. These new innovations in technology have sparked a whole new appreciation for why the Ashdown Bass Magnifier is such a versatile, toneful, reliable and powerful product.

15 years on and the product sounds as refreshing to the ear as it did way back in 1997 in the living room of Mark Gooday's home. After many different ideas on where to take the ABM next for its 4th evolution we came up with; 'lets strip it back', 'lets add another tube', 'lets make it really light weight', 'lets add an XLR input'. You get the idea nothing really jumped out at us, why change something for the sake of it?

The logical step was to increase the power and reduce the weight of the existing product, but do it in a way that won't effect the incendiary tone of the Ashdown classic.

After months of testing we found the power section for the new ABM's, a monster of tone bigger, ballsier but weighing less than ever in the form of a class D power section, we didn't think could be real. 1000 watts RMS (2000 watts peak) of unforgettable power and tone with a very familiar feel to it.

Using one for the ABM-1000 in its little brothers (ABM-500) sleeve and two for the ABM-2000 again in its little brothers (ABM-900) sleeve has given the product a new life and one we feel is just what the doctor ordered.

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ABM 1000



ABM 2000



ASHDOWN LAUNCH NEW ALL TUBE HEAD, THE CLASSIC TUBE MAGNIFIER 300 WATT ALL TUBE HEAD AT THIS YEARS NAMM SHOW.

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Ashdown are proud to launch the new Classic Tube Magnifier all tube bass amp at this years NAMM show. Using a simple design and making it for the 21st century is how the conception of the CTM-300 started at the Ashdown HQ in Chelmsford, Essex, England. A reliable replacement for old technology, the CTM delivers both huge amounts tone and power that wont fail on you when it counts.

Here at Ashdown we listen to our users and what they think is missing from the line. A Simple powerful all tube head was one and it had to compete at a price point that retains the brands high end image but wouldn't create the unobtainable mystique that other amps have in the past.

We are very excited to have such a simple but beautiful product that delivers whatever the occasion, Pure Glass, Metal and High voltage.

Here are the design specifications for The Classic Tube Magnifier 300:

Output power 300 watts rms 4%thd into 2, 4, and 8 ohm cabinets outputs through speakon jacks, one for each ohmage, no selector to go wrong. (using Kt88 power tubes or 240 watts rms as above but using 6550 tubes)

Design frequency response 30hz to 18khz at half rated power.

Simplistic preamp with tube drive and recovered FX loop, Dual gain stage with Gain control, Bass middle and treble rotary controls. There are also hand easy to flick switches to further shape your sound in the form of a "Mellow" tone switch, "Bass shift" tone switch for deep/clean bass, "Mid shift" which moves the frequency of the mid control for further shaping and last but not least there is a "Bright switch" for enhanced definition at lower volume settings. All tone controls are pure passive and interactive.

There is a very tasty Tube driven Di out which is transformer derived with isolated ground.

User settable bias for each individual power tube with calibrated dual function VU meter on the front panel in bias mode. The VU meter also used to monitor individual tube performance in audio mode

Each output tube is individually fused and user replaceable without removing the unit from its case (meter also indicates tube or fuse failure)



The CTM's Tube compliment is..

- Preamp 2 x Ecc83/12ax7
- Pre driver 2 x Ecc82/12au7
- Main driver 1 x Ecc99
- Output std 6 x Kt88 (300w)

The unit is fitted with a cooling fan to change the air in the cabinet and supplement the large air vents, design temp < 55deg c inside case @ 25deg ambient

Extra large overrated transformers and heavy duty chassis together with 18mm plywood case, make this a heavy beast at around 32kg (70lbs) its built to last!

The main electronics are fitted to a single p.c.b double sided and cnc routed in key areas to increase insulation.

Please note that this spec is a guide only and parts of it may be revised/amended accordingly.

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CTM 300



ASHDOWN ANNOUNCES NEW UK CUSTOM SHOP.

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Ashdown have for many years manufactured one off specials and many modified units both in terms of controls but also styling.

This being our 15th Anniversary it's a good excuse to make these fun parts of our company available to the public and not just artists or friends who visit us in Essex.

We are offering custom print work, names, styling, panel artworks, colour schemes on chassis as well as cabinet covering and grill cloth choice.

Additionally we will continue to run limited edition units world wide, From 25 to 100 unit runs at a time.

Join the fun, be individual, we all like to think we are and now we can be.

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CTM 300 CUSTOM





ASHDOWN LAUNCH NEW UPGRADED ELECTRIC BLUE RANGE AT THIS YEARS NAMM SHOW.

Booth 4342, Winter NAMM 2012

Ashdown launch new line of upgraded Electric Blue combos at this year's winter NAMM show.

The Electric Blue line now comes under the title of EB Lite with a new upgraded 220 watt power section. Lighter wood has been used for the sturdy construction of the EB's allowing us to knock a huge 6kgs of the weight of the amp. We have kept the Electric Blues effective EQ and tone shaping options, which include; Bright, Deep and Compression for even more control.

The EB 12 and 15 combos, named so because one has a 12" driver and the other has a 15" driver, covering a huge range of tones delivering power and performance night after night.

Now with 220 watt the EB's really do cut through on stage providing the perfect solution for any bass player, especially at the price points we are able to achieve with this fantastic bass amp.

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EB220 115



EB220 112



ASHDOWN LAUNCH NEW LITTLE BASTARD 550 WATT DIGITAL BASS AMP.

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Ashdown have taken their iconic all tube 30 watt Little Bastard named after James Dean's 550 Porsche Spyder and put a huge 550 watt digital power section in it allowing that stunning tone to be amplified to another level.

The amp retains all the LB 30s pre amp and sound characteristics and becomes much lighter.

Recognisable by its black front and Chrome panel artworks, there are 50 off only being built here in the UK most of which are leaving as we hand build them.

To add to the versatility of this unit it only weighs in at 11.7kgs (26 lbs), belying its 550w output and stunning looks.

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LB 550



ASHDOWN LAUNCH NEW UPGRADED MAG RANGE AT THIS YEARS NAMM SHOW.

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Ashdown are proud to announce the launch of the new and improved range of MAG heads and combos. After four years of the current MAG line we decided they needed a little bit of an update. We didn't by any means look to change the wheel of the hugely successful MAG range but add a little more bang for your buck with the addition of an Overdrive control, this can be easily dialed in on the front of the amp and also foot switched in and out using a standard single latching footswitch.

The Overdrive is a valve/tube-emulated overdrive that is variable from a slight 'edge' or 'warmth' through to a fairly aggressive overdrive/distortion effect. The actual degree of overdrive applied to the bass signal is also dependent on the setting of the input level control. The higher this is set, the greater level of overdrive can be applied using the overdrives own rotary control. Overdrive can be switched in with the push button above and to the right of the overdrive rotary control. The amount of drive applied to the overdrive circuit is adjusted using this rotary control. The overdriven bass signal is applied in parallel with the dry bass signal to ensure you never lose the full bottom end from your bass. Overdrive is situated after the compression allowing for a sustained overdriven bass signal to be produced by adding a degree of compression along with the overdrive itself.

The new line of MAG bass heads and combos will include:

| | |
|---------------|------------------------------------|
| MAG-C115-300 | 1 x 15" 300 watt Bass Guitar Combo |
| MAG-C210T-300 | 2 x 10" 300 watt Bass Guitar Combo |
| MAG-C410-600 | 4 x 10" 600 watt Bass Guitar Combo |
| MAG-300H | 300 watt Bass Guitar Head |
| MAG-600H | 600 watt Bass Guitar Head |

The Ashdown line of MAG Cabinets will be the same as they have in the past however they have all had a cosmetic upgrade, now including the Ashdown double wing logo and NEW product badge with newly sourced heavy duty vinyl covering.

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MAG 300 HEAD



MAG - C410 - 600



MAG - C115 - 300



MAG - C210 - 300



ASHDOWN ANNOUNCES NEW RANGE OF ARTIST SIGNATURE BASS EFFECTS PEDALS ALONG WITH A NEW 12 BAND GRAPHIC EQ DI PEDAL.

Booth 4342, Winter NAMM 2012

Following on from the introduction of their acclaimed Bass Effects pedals six years ago Ashdown decided to nail exactly what the modern bass player requires speaking to their Artists to ascertain exactly what sonic tools they felt were needed to enhance their tone. The first signature pedal to come from this research was the James LoMenzo Hyperdrive in 2009 which saw the dawn of a new breed of Ashdown Pedal.

For 2012 Ashdown have pushed the boundaries further and are now proud to announce two new and very special Artist Signature Pedals; The Nate Mendel 'Stacked Actor' Dual Distortion and the Pino Palladino 'Duo Octave' Pedal.

In addition to these two bespoke signature pedals, Ashdown are also adding to their line a very special 12 band EQ Di Pedal at Winter NAMM 2012.

All pedals are housed in durable tour tested metal casing and feature an input level control with a trademark illuminated Ashdown VU meter to allow optimum signal matching from any instrument – active or passive.

The pedals are powered either by a supplied internal PP3 9 Volt battery or an external DC power supply.

Nate Mendel - Stacked Actor

Designed to meet the specific needs of his Foo Fighters touring sound, Nate wanted a pedal that could be used as a simple grinding boost as well as being able to kick in to full on monster drive with the option of an additional 10dB switch on the front of the pedal. The pedal also has the option of splitting the signal to two separate amps to give a huge 'stereo' sound. This can be switched in and out via a handy flip switch easily set on the front of the pedal, You can also have both sides of the Stacked Actor through one amp via the 1+2 switch.

Pino Palladino - Dual Octo

Widely regarded as the bass player's bass player, Pino needs no introduction as we all know and love his playing and tone. Pino always wanted a dual octave pedal, one that could be set and used for two different earth-shattering Octave effects. The Duo Oct pedal generates a note one octave below the note being played at the same volume and based on the waveform of the original signal. By blending the sub-octave note with the original signal, bass players can move from a subtle reinforcement of the sound to truckloads of bone-crushing tone, exactly how they want it.



12 Band Graphic EQ Di

After many requests for a graphic EQ pedal that could be used as a Di we gave in to the demand and have produced what we believe to be "just what every one asked for" Mark Gooday said on the launch of the new pedal. The pedal has a pre shape option giving you that wonderful rich Ashdown tone and with the click of a switch you have the option of 12 bands of sound shaping control. This can be switched in and out for that particular sound you know and love. The addition of a Di output also means it is a perfect solution for bass players to tailor their tone directly through a PA system when required.

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NATE MENDEL -
STACKED ACTOR PEDAL



PINO PALLADINO -
DUAL OCTO PEDAL



12 BAND GRAPHIC EQ