

# RIO GRANDE

FOR IMMEDIATE RELEASE

## Rio Grande Declares Independence with Drop-In, No Modification, P90® Pickup Power for Every Player and Every Guitar

Houston, TX — July 2, 2025 — ([GUITARpr](#)) — You ever tried putting a P-90 in a guitar it wasn't built for? It's like fitting brisket in a breakfast taco — takes some finesse, but when it works, it's magic. That's the thinking behind Rio Grande Pickups' expanded **P-90® Pickup Resource** — a bold lineup of drop-in-ready pickups that serve up the bite, the growl, and the fit, without cutting corners or wood.

"This is about freedom — tone freedom and installation freedom," said Jack Brandt, of Rio Grande Pickups. "Our goal is to give players what they actually need — real options that sound great and fit right, right out of the box."

Whether you're packing a Strat®, Tele®, Les Paul®, Jaguar®, or something in between, Rio Grande's expanded offering helps players lock in the tone they crave — without the usual hassle of modification.

### Not Just P-90s — P-90 Thinking

This collection is about solutions, not just specs:

- **True P-90s:** Classic single coils in a range of outputs (Lowbar, Jazzbar, Bluesbar) for soapbar or dogear guitars — straight-up flavor with no extra sauce.
- **Humbucker-Sized P-90s:** Like the Bastards and Dirty Harry P90 Humbucker — drop-in single coils for humbucker routes with zero compromise.
- **Mini-Size Variants:** The "Baby" line brings that same Texas tone to mini-humbucker guitars.
- **The Dirty Harry Line:** P-90-inspired sound in Tele, Strat, and Jaguar routes — smoky, gutsy, and ready to punch through the mix.

And here's the kicker: some of these pickups aren't P-90s at all — they're full-blown humbuckers, purpose-built to fit P-90 cavities and deliver bigger output or hum-free performance. Others reshape classic P-90 flavor for oddball guitars that normally get left out of the fun.

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You'll even find true originals like the **Dirty Harry P90 Humbucker** — a humbucking pickup built from two P-90s wired together. That's not something you'll find on the menu anywhere else.

## **Built to Fit. Designed to Sing.**

Rio Grande's P-90 Resource isn't just a parts list. It's a one-stop smokehouse for tone — handcrafted, time-tested, and built with the company's signature blend of heat and soul. Whether you're after vintage-style bark, smooth cleans, or a high-gain snarl, Rio Grande's got you covered — with no routing, no guesswork, and no flavorless tone.

**Come and fill your plate at:** <https://riograndepickups.com/p-90>

## **About Rio Grande Pickups**

Founded over 30 years ago, Rio Grande Pickups has earned a global reputation for high-quality, hand-built pickups with bold personality. From searing humbuckers to subtle single coils, the Houston-based company continues to innovate with tone-first designs for guitarists and bassists who want more from their sound.

**For more information,** visit [riograndepickups.com](https://riograndepickups.com)

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