



FOR IMMEDIATE RELEASE

Rio Grande Pickups and Mat Mitchell Unleash the El Coyote Pickup Set

Houston, TX — March 17, 2026 — ([GUITARpr](#)) — **Rio Grande Pickups** unleashes an artist signature series, the **Mat Mitchell El Coyote Pickup Set**. Developed in collaboration with Puscifer guitarist and producer **Mat Mitchell**, the new El Coyote set balances powerful growl with clear articulation — allowing guitarists to stand out from the pack.

“The El Coyote Pickup Set combines high output with high-end clarity from our classic True Splitting humbucker designs, with a versatile twist. The hybrid bridge pickup features a magnet-slug coil and an indirectly magnetized P90-style coil with both AlNiCo 5 *and* ceramic magnets,” said Jake Rynearson, Head of Manufacturing at The Electric Music Company, parent company of Rio Grande Pickups.

“The no-compromise approach to the El Coyote set delivers an extremely powerful and versatile voice,” added Mat Mitchell.

To get the El Coyote bridge pickup’s full potential, pair it with the Rio Grande Pickups Tone Twister™, a four-way switching system to unlock four unique tones from just one humbucker.

Handcrafted exclusively in Texas, the Mat Mitchell El Coyote Pickup Set can be heard in action on Puscifer’s upcoming tour supporting their latest album, *Normal Isn’t*.

Available now at: <https://riograndepickups.com/mat-mitchell-el-coyote/>

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, please visit: <https://riograndepickups.com>

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