

VICTORY

GUITAR AMPLIFIERS CUSTOM MADE IN ENGLAND

Victory Amplification launches **V40 The Duchess** head & **V40 The Viscount** combo, December 2014



Victory Amplification from the UK proudly announces our new V40 The Duchess head and V40 The Viscount combo. Simple yet utterly compelling, V40 offers vintage-style American cleans through to classic British-style blues-rock break-up. 40-watts of all-valve tone is usable anywhere, from home to studio to professional stages. V40 comes as either a compact yet rugged 'lunchbox' head, or a highly portable 1x12 combo, complete with Celestion G12M-65 Creamback speaker. There is also a new, matching 1x12 extension cabinet fitted with the same speaker.

The V40 was developed in direct response to blues/roots-inspired players asking us for the amp that didn't seem to exist. They wanted a simple, single-channel, all-valve amp to cover vintage-inspired, clean to light overdrive sounds, that also works brilliantly with pedals. It would have to be easy to carry, superb for recording, and with the optimum level of real-world, usable power for gigs. With on-board reverb and an effects loop (both hard bypassable), it would also have to be realistically priced for a boutique-standard amp. Could we deliver? V40 is the sweet sounding proof!

The V40's power section can be configured four ways to offer output levels from 0.5 up to 40 watts, enabling you to achieve a feel and response that works best for your music and environment. Blues/roots-inspired players will find all the elusive, vintage pushed clean and drive sounds they love. **Voice I** offers mid-'60-type American warm clean tones. **Voice II** is subtly stronger and more '50s in character. As you push the gain and engage the **Mid-Kick** function, the V40 takes on a more '60s British voice for timeless blues-rock tones. All the time the V40 responds to your guitar, responds to you: it's one for the 'feel' players.



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Victory V40 The Duchess & V40 The Viscount key features

Format: Single-channel, all-valve 40-watt head (The Duchess) or combo (The Viscount)

Power: 40 to 0.5 watts RMS

Valves: 3 x 12AX7, 2 x EL34 as standard (switchable to 6L6)

Extra features: Two-position Voice switch, Mid-Kick switch, footswitchable digital reverb with hard bypass option, series effects loop with hard bypass, power valves switchable to 6L6, single-ended mode, skeletonised metal case with rubber handle, padded carry bag included, Includes single footswitch for reverb on/off

Speaker (combo only): Celestion G12M-65 Creamback 12-inch, 16-ohms

Size (mm): V40 The Duchess head: 342(w) x 185(h) x 185(d) (8.2kg weight)

Combo: V40 The Viscount combo 425(w) x 465(h) x 255(d) (18kg weight)

SRP pricing: January 2015 – Head: £829 (British pounds sterling inc VAT) / \$1,229 (US dollars ex-tax) / €829 (Euro ex-VAT)

Combo: £1,199 (British pounds sterling inc VAT) / \$1,799 (US dollars ex-tax) / €1,199 (Euro ex-VAT)



Notes to editors

Victory Amplification was established in 2013 and debuted with three models: V10 The Baron, V50 The Earl, V100. Our amps are proudly built in England by a committed team of engineers and craftsmen, using a modern-boutique approach to design and specification. Our head designer is Martin Kidd who is well known in British amplification circles.

Victory Amplification does not use a third-party distributor in the UK: we have our amps shipped directly from our manufacturing facility to dealers, which enables us to keep prices extremely competitive when compared with many other boutique and custom builders.

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