



Fender teams up with Grammy® award-winning singer-songwriter, producer Finneas, launches hotline to educate on revolutionary American Acoustasonic® Jazzmaster® guitar

**CALL FOR A CHANCE TO TALK WITH CHART-TOPPING PRODUCER
ABOUT HOW ACOUSTASONIC® TECHNOLOGY INSPIRES
CREATIVITY IN ALL PLAYERS**

HOLLYWOOD, CALIF. (JULY 21, 2021) — Fender Musical Instruments Corporation (FMIC) has enlisted singer-songwriter and producer FINNEAS to educate players and answer questions about the revolutionary American Acoustasonic® series — a first-of-its-kind, truly new category of guitar that has pushed boundaries for the industry. Off the heels of the American Acoustasonic® Jazzmaster® guitar released earlier this year, Fender is working to let players know that “acoustic” and “electric” are no longer the only guitars out there:

Acoustasonic® guitars can bring the best of both worlds along with unique sounds all their own.

In addition to consulting one of Fender's trusted dealers worldwide, players in both the US and UK can call for a chance to talk with FINNEAS or Fender's product experts about this massive step forward for guitarists everywhere. In order to enter for a chance to win time with FINNEAS, players must call to enter only during the below days and times, calls outside these times will not be able to submit an entry.

- US-based musicians can call (833) 4-JAZMSTR from July 21 to August 4, Monday through Friday, 12:00pm- 2:00pm (MST)

- UK-based musicians can call 0800 015 2838 from July 21 to August 4, Monday through Friday, 12:00pm- 2:00pm (BST)

Callers to these hotlines will hear FINNEAS' "What They'll Say About Us" as their hold music, followed by a prompt to make one of two selections.

- By pressing 1, callers can enter to win by leaving FINNEAS a voicemail asking him a question about the American Acoustasonic Jazzmaster or about his creative process using the guitar. The best questions submitted by August 4th will result in a call back from FINNEAS himself, so all participants must leave their name, email and phone number for the chance to have a one-on-one conversation with him. Fender will announce when the hotline winners are selected on social media before they chat live with one of today's hottest artists/producers about their craft.

- Callers that press 2 during the hotline's operating hours will be directly connected with a Fender Gear Advisor who can talk shop about the AAJ and answer the essential questions about the guitar, such as its specs, tones and product availability with a local Authorized Fender dealer near them.

Fender's Acoustasonic® technology, available in the Stratocaster®, Telecaster®, and Jazzmaster® guitars form factors, allows a single guitar to have the sound of ten different models. FINNEAS, known for his multiple-Grammy® award winning songs and videos alongside his sister Billie Eilish, was quick to adopt the Acoustasonic®, using it for appearances on SNL and The Tonight Show, and throughout his recording sessions. Fender

and FINNEAS have partnered on (833) 4-JAZMSTR to give players a chance to ask whatever's on their mind about this guitar-industry game changer.

"The American Acoustasonic® Jazzmaster can truly change your whole sound if you know how to use it," said FINNEAS. "I've taken it with me on tour, in the studio, and on shows like SNL. So, here's your chance. Hit me with a question, and we'll talk about what this guitar can do for you and the sounds it can unlock."

To learn more about the FINNEAS x Fender American Acoustasonic Jazzmaster Hotline, click [HERE](#). To experience the interactive American Acoustasonic® guitar Series website, click [HERE](#). Images of the American Acoustasonic Jazzmaster can be found [HERE](#). For additional information on new Fender® products and to find a retail partner near you, visit www.fender.com. Join the conversation on social media by following @Fender. Fender's full customer service hours are still available during this promotion, and can be reached in the US at 1 (800) 856-9801, Monday through Friday, 5 a.m. to 8 p.m. AZ Time and in the UK on 0333 200 8765, Monday through Friday, 9 a.m. to 5 p.m. BST.

#

THE AMERICAN ACOUSTASONIC® JAZZMASTER® (\$1,999.99 USD, ¥270,000 JPY, £1,879.00, €2,099.00, \$3,999.00 AUD) represents the next phase of purposeful innovation that drives Fender® acoustic guitars. The power of the Fender and Fishman Transducers Inc.-designed Acoustic Engine is sure to deliver true inspiration, delivering 10 different body style and tone wood combinations. From acoustic shapeshifting to electric rhythm tones, this extremely versatile guitar opens a new door to discovering endless sonic possibilities.

ABOUT FINNEAS:

23-year-old multi-GRAMMY Award winning songwriter, multi-instrumentalist, producer and artist FINNEAS unveiled his critically acclaimed debut EP Blood Harmony in 2019, featuring the RIAA Gold Certified single, "Let's Fall in Love For the Night". Written, produced and performed entirely by FINNEAS, the seven-track collection exemplifies his skills as a songwriter, with lyrics that perfectly showcase his knack for effortless, heartfelt storytelling, paired with his signature production sound. In 2020, the Los Angeles born artist continued to release a string of powerful singles, all the while, making history as "the youngest to win the GRAMMY® Award for 'Producer of the Year, Non Classical,'" and becoming the number 1

songwriter on Spotify. While also building a sterling discography by penning and producing smash hits for a cadre of superstars such as Selena Gomez, Justin Bieber, Demi Lovato, Camila Cabello, Tove Lo, Ben Platt and many more. His organic, instrumental-driven approach recharged, reimagined, and reinvigorated Top 40 with a nod to the greats and a middle-finger to convention. As a result, he has garnered a total of eight GRAMMY® Awards, including the aforementioned “Producer of the Year, Non-Classical” and “Best Engineered Album, Non-Classical” in addition to “Record of the Year” and “Song of the Year” for Billie’s “bad guy” and “Album of the Year” for the generation-defining WHEN WE ALL FALL ASLEEP, WHERE DO WE GO? More recently, in 2021, he received two additional GRAMMY® Awards with Billie Eilish for ‘everything i wanted’ (Record of the Year), as well as a Best Song Written For Visual Media nomination for “No Time To Die,” the official James Bond theme song, both produced by FINNEAS. To date FINNEAS has garnered an impressive 685 million global streams, 125 million video views, has performed on The Tonight Show Starring Jimmy Fallon, Jimmy Kimmel Live! The Late Show with Stephen Colbert, The Late Late Show with James Corden, Good Morning America, and sold out headlining tours worldwide. FINNEAS will release his debut solo album later this year.

ABOUT FENDER MUSICAL INSTRUMENTS CORPORATION:

Since 1946, Fender has revolutionised music and culture as one of the world’s leading musical instrument manufacturers, marketers and distributors. Fender Musical Instruments Corporation (FMIC) whose portfolio of owned and licensed brands includes Fender®, Squier®, Gretsch® guitars, Jackson®, EVH®, Charvel® and Bigsby® follows a player-centric approach to crafting the highest quality instruments and digital experiences across genres. Since 2015, Fender’s digital arm has introduced a new eco-system of products and interactive experiences to accompany players at every stage of their musical journey. This includes innovative apps and learning platforms designed to complement Fender guitars, amplifiers, effects pedals, accessories and pro audio gear, and inspire players through an immersive musical experience. FMIC is dedicated to unlocking the power of musical expression for all players, from beginners to history making legends. In 2021, Fender celebrates 75 years of giving artists "wings to fly," carrying on the vision of its founder, Leo Fender, and connecting players through a shared love of music.

FINNEAS MEDIA CONTACT:

Alexandra Baker

Founder/Director of Public Relations & Media Strategy

HIGH RISE

Alexandra@highrisepr.com

FENDER MEDIA CONTACT:

Christina Stejskal

Vice President, Global Communications

Fender Musical Instruments Corp.

CStejskal@Fender.com

Press@Fender.com

FENDER® (standard and in stylized form) and the distinctive headstock shapes commonly found on the FENDER® instruments, ACOUSTASONIC®, JAZZMASTER®, STRATOCASTER®, and TELECASTER® are trademarks of Fender Musical Instruments Corporation and/or its affiliates, registered in the U.S. and other countries.

All other product and company names may be trademarks of their respective owners. Use of them does not imply any affiliation with or endorsement by or of them.

ABOUT FENDER

Since 1946, Fender has revolutionized music and culture as one of the world's leading musical instrument manufacturers, marketers, and distributors. Fender Musical Instruments Corporation (FMIC)—whose portfolio of owned and licensed brands includes Fender®, Squier®, Gretsch® guitars, Jackson®, EVH®, Charvel®, Bigsby®, and PreSonus® – follows a player-centric approach to crafting the highest-quality instruments and digital experiences across genres. Since 2015, Fender's digital arm has introduced a new ecosystem of products and interactive experiences to accompany players at every stage of their musical journey. This includes innovative apps and learning platforms designed to complement Fender guitars, amplifiers, effects pedals, accessories, and pro-audio gear, and inspire players through an immersive musical experience. FMIC is dedicated to unlocking the power of musical expression for all players, from beginners to history-making legends. In 2026, Fender celebrates 80 years of giving artists “wings to fly,” carrying on the vision of its founder, Leo Fender, and connecting players through a shared love of music.

CONTACT DETAILS

GLOBAL MEDIA INQUIRIES

Fender Musical Instruments Corporation
press@fender.com

COPY LINK

<https://qa.fendergarage.com/newsroom/272109-fender-teams-up-with-grammy-award-winning-singer-songwriter-producer-finneas-launches-hotline-to-educate-on-revolutionary-american-aco/>