



FENDER NAMES THE 2022 'FENDER NEXT' CLASS, REPRESENTING NEW FACES THAT WILL DEFINE THE GUITAR INDUSTRY

25 ARTISTS FROM AROUND THE GLOBE SELECTED TO RECEIVE FENDER GEAR, 360 MARKETING SUPPORT TO DRIVE AND DEVELOP THE NEXT GENERATION OF GUITARISTS

HOLLYWOOD, Calif. (March 24, 2022) - Fender Musical Instruments Corporation (FMIC) today announces the 4th annual class of artists joining Fender Next, an artist development program designed to elevate rising musicians that are pushing guitar forward in music and culture. Each Fender Next artist will receive Fender gear, alongside holistic, 360 marketing support on Fender platforms to share their story and connect with millions of music fans worldwide. This next generation of guitarists are creating and sharing music in new, inventive ways and this year's class is a testament to Fender's investment in the future they are piloting.

In just three short years, Fender Next recognized and empowered talented artists who have launched into critical acclaim and commercial success. With nearly 10 Grammy nominations between them, Fender Next alumni have won CMA awards (Ashley McBryde), BRIT Awards (Little Simz, Holly Humberstone and Sam Fender) as well as countless other accolades and honors. With an influx of new players and heightened interest in guitar spurred by the pandemic, Fender Next provides an opportunity to develop a diverse set of rising artists, so that aspiring players around the world see themselves better reflected in the industry.

“At Fender we believe it’s our responsibility to continually use our platform and resources to support and uplift artists everywhere,” said Evan Jones, CMO of Fender. “The 2022 Fender Next artists are exceedingly creative, and represent a diverse range of musical genres and styles. It’s our hope that these acts will go on to lead, inspire and define the industry, and it’s our honor to help them grow their audiences and their legacies.”

This year's Fender® Next class includes 25 rising artists (12 North America, 2 Australian/Aboriginal, 4 European, 4 Asian, 1 African, 2 Latin American artists) across genres, generations, genders and backgrounds that are elevating guitar in music and culture. After an open call and a record number of 850 submissions from the public and A&Rs across the country, the 2022 roster was hand-selected by Fender’s best-in-class artist marketing team, who identified a group of artists that each have developed their guitar-driven music in new and exciting directions. As part of the process, they sought guidance from key industry leaders at record labels, streaming services, talent buying agencies and executives in addition to other music entities. More than half of this year’s artists are female-identifying - a testament to the diverse and dynamic future of guitar.

“For over 75 years, artists have been at the center of everything that we do,” said Matt Watts, SVP of Marketing at Fender. “From festival headliners and global touring acts to new artists finding their voice on social media, Fender guitars and amplifiers have been a fixture in bringing the artist’s vision, voice, and music into the world. Fender Next is our commitment to elevating the next generation of artists and players that are moving music forward, so we can bring new perspectives and sounds to the industry and beyond.”

The Fender Next Class of 2022 Includes:

100 geecs (USA)
Alewya (UK)
Anly (Japan)
Bruses (Mexico)
Budjerah (Australia/Aboriginal)
Chris Renzema (USA)
Claud (USA)
Dijon (USA)
Dylan (UK)
Ed Maverick (Mexico)
Fool and Idiot (Taiwan)
Ian Munsick (USA)
INK (USA)
Jun Xiao (Mainland China)
MAY-A (Australia)
Mereba (USA)
Paris Texas (USA)
Ryokuoushoku Shakai (Japan)
Self Esteem (UK)
Shannon Lauren Callihan (USA)
Still Woozy (USA)
Teezo Touchdown (USA)
The Cavemen. (Nigeria)
The Linda Lindas (USA)
Wet Leg (UK)

“It’s an honor and a privilege to be a part of Fender Next,” said 100 geecs. “Guitar is such a versatile instrument and because of Fender’s history in music, they can invoke parts of that history very well in the present, and we love that.”

-Fender will drive increased exposure for the new class of Fender Next artists through the brand’s award-winning content, advertisements and social channels which boasts more

than 10 million fans worldwide. Fender Next benefits include:

-Access to guitars, amps, effects pedals, accessories and audio equipment serving artist needs across the signal chain. Products will include Acoustasonic®, Player Plus, Hammertone™ Effects pedals, Tonemaster® amps, Fender® swag and other soon-to-be-announced instruments.

-Amplification from Fender's industry-leading marketing efforts will bring fans even closer to their favorite artists through social media and creative ad campaigns. Select artists will get an "Artist Check-in" video produced for Fender's YouTube channel; Instagram takeovers; PR/communications support; the opportunity to be featured in Fender marketing launches and ads; or a "Fender Sessions" video featuring intimate performances and conversations.

-Inclusion on Fender official playlists through music streaming services like Spotify, Apple Music and more.

Later this year, Fender will be taking the connection between fans and bands one step further, as select Fender Next artists get their songs integrated and taught to fans and aspiring players on Fender Play®, Fender's complete online learning app for guitar, bass and ukulele.

For headshots and bios for each artist, click HERE. Access additional imagery, including logos, a graphic with 2022 Fender Next artist names and countries/regions HERE. Watch a video introducing the Fender Next Class of 2022. To find Fender products or to find a retail partner near you, visit www.fender.com. Join the conversation on social media by following @Fender.

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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

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<https://fender.pr.co/271327-fender-names-the-2022-fender-next-class-representing-new-faces-that-will-define-the-guitar-industry/>