

FENDER® INTRODUCES ELVIS® KINGMAN™ ACOUSTIC GUITAR

DISTINCTIVE “WILDWOOD” FINISH RETURNS FOR MODEL STYLED ON GUITAR THE KING STRUMMED IN 1967 FILM “CLAMBAKE”

SCOTTSDALE, Ariz. (Jan. 5, 2012) — Fender Acoustics proudly hails the King of Rock ‘n’ Roll and transports players back to 1967 with the introduction of the **ELVIS® KINGMAN ACOUSTIC GUITAR**—a sharp looking, rich-sounding, hip-swaying evocation of the freewheeling Fender acoustic that Elvis Presley® wielded with consummate cool in ‘67 cinematic romp “Clambake.”

In addition to honoring the king, the Elvis® Kingman dreadnought also recreates Fender’s famous mid-’60s “Wildwood” finish, in which living beech trees that provided the backs and sides of the unusual instruments were dyed in several elegantly striking colors before being harvested.

Highly distinctive features include Presley’s signature on the front of the Wildwood-style headstock, solid spruce top with scalloped X-bracing for full and resonant tone, laminated Wildwood-style back and sides, Ivoroid neck and body binding, stylish dual checkerboard rosette, maple neck, 20-fret rosewood fingerboard with block position inlays and bone nut, Fender “Viking” rosewood bridge with cream-colored pins and compensated bone saddle, chrome hardware and gloss neck and body finish. For more information, go to www.fender.com.

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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

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