

FENDER® TEAMS UP WITH APPLE® TO CELEBRATE ICONIC AND EMERGING ARTISTS, DIVERSE MUSICAL EXPRESSION WITH CURATED PLAYLISTS

FIVE HANDCRAFTED PLAYLISTS UNLOCK POWER OF MUSIC ACROSS COUNTLESS DECADES, GENRES AND ICONIC FENDER GUITARS

HOLLYWOOD, Calif. (June 30, 2017) – Fender Musical Instruments Corporation (FMIC), the world's leading guitar maker and one of the most iconic voices in music, today announced a new endeavor with Apple, which has named the brand an official playlist curator. Fender joins a roster of more than 66 high-profile curators, including top brands, record labels and editorial voices in the music and entertainment space; they include: Beats by Dr. Dre, Nike, Complex, Rolling Stone, Disney, VICE, Pitchfork and more.

Accessible via iTunes® and Apple Music®, [five unique playlists](#) are filled with hand-selected tracks that embody all things Fender and the celebrated artists that have – and continue – to wield its legendary guitars. Spanning more than seven decades and countless genres, Fender's playlists are as diverse as the music created with its guitars, featuring tunes from classic rock icons to the next generation of emerging artists experimenting with guitars in a new way.

"We're pleased to partner with Apple, to bring a Fender-curated music experience to long-time Fender fans and those just discovering the brand," said Evan Jones, CMO at Fender. "Whether it's falling in love with the next up-and-coming artist or rediscovering one of the most epic guitar solos ever recorded on a Stratocaster® – these five new playlists honor a diverse range of iconic artists and visionaries, and an emerging generation of artists, who are driving guitar and music forward."

Simply browse playlists in iTunes/Apple Music to access Fender's page and five curated playlists that will be consistently updated; spanning rock 'n' roll, country/western, jazz, hip-hop and R&B genres, they include: *Shuffle – Today's Hits*; *Roots, Rock & Twang – A Mix* blending Americana, Country and Rock; *Best of Under the Radar* for up and coming Fender favorites pushing sonic boundaries; *Best of the Rock You Need to Know* with rock and bluesy tracks to energize your day; and finally, *The Best of Everything Acoustic* celebrating the acoustic guitar.

For technical specs, 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. To access the new Fender-curated playlists on iTunes/Apple Music, click [here](#).

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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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