

REVERED ROCK RIFF TURNS 40; FENDER CUSTOM SHOP RECREATES GUITAR TO COMMEMORATE “SMOKE ON THE WATER” ANNIVERSARY

SCOTTSDALE, Ariz. (May 7, 2013) – May 2013 marks the 40th anniversary of Deep Purple's classic masterpiece "Smoke on the Water." More importantly, it signifies the ruby anniversary of what is believed to be the most popular and played guitar riff of all time. ...

... *Dah dah DAAH, dah dah da DAAH, dah dah DAAH, dah dah.*

Earlier this year, Fender®—the iconic American guitar builder—meticulously crafted a tribute to the very instrument that Deep Purple guitarist Ritchie Blackmore played the riff on, launching a million aspiring guitarists. To this day, one can walk into any local music store and see people of all ages wrestling with the timeless riff.

Limited to 2013 production, the limited edition Fender Custom Shop Ritchie Blackmore Tribute Stratocaster® guitar is an exact replica of the black Strat® guitar Blackmore played with Deep Purple in the early '70s, including the recording of seminal album *Machine Head* and the band's greatest hit single.

"Smoke on the Water" was released on album in 1972 and as a single in May 1973. A major hit, it reached number four on the *Billboard* pop singles chart in the United States and propelled *Machine Head* into the top 10 worldwide. The song has appeared on countless "greatest" lists over the past 40 years, including *Rolling Stone* magazine's "500 Greatest Songs of All Time," VH1's "40 Greatest Metal Songs" and Q magazine's "100 Greatest Guitar Tracks."

Deep Purple broke out of Hertford, England, in the late '60s and, along with Led Zeppelin and Black Sabbath, is considered a pioneering heavy metal and modern hard rock band.

Once listed by the *Guinness Book of World Records* as the world's loudest, the band has sold more than 100 million albums worldwide. More recently, Deep Purple was nominated for Rock and Roll Hall of Fame induction earlier this year.

The Fender Custom Shop Ritchie Blackmore Tribute Stratocaster is based on his 1968 Strat[®] and has a two-piece alder body with a lightly worn Black urethane finish, a '68 "U"-shaped maple neck, 7.25"-radius maple fingerboard with medium jumbo frets, and custom '68 Stratocaster pickups hand-wound by Fender legend Abigail Ybarra. Other distinctive features include three-way pickup switching, Schaller[®] tuners, Micarta nut, four-bolt neck plate stamped with the serial number and the stylized Fender "F," and a vintage-style synchronized tremolo equipped with Blackmore's distinctive custom ¼" arm. Each instrument also includes an exclusive rear-headstock tribute decal, certificate of authenticity and orange-line black textured vinyl case with a "Fender Amp" logo.

Visit www.fender.com for more information.

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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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