

FENDER® FACTORY IN ENSENADA, MEXICO CELEBRATES SILVER ANNIVERSARY

ENSENADA, Baja California (July 23, 2012) – Fender Musical Instruments Corporation (FMIC) celebrated the 25th anniversary of its factory in Ensenada, Baja California, Mexico, on Friday, July 20. “We are very proud to have reached such a significant milestone,” said Sergio Villanueva, senior vice president, global manufacturing, for Fender Musical Instruments Corporation. “The level of craftsmanship produced in this factory is a testament to its success.” More than 1000 guests, including local dignitaries, company executives and factory employees, commemorated the facility’s 25-year anniversary with spectacular fireworks displays, live mariachi music, performances by Escuelita Fender, Grupo Fandango, and the popular Norteño band Intocable.

###

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://fender.pr.co/271209-fender-factory-in-ensenada-mexico-celebrates-silver-anniversary/>