

FENDER® CUSTOM SHOP INTRODUCES NILE RODGERS HITMAKER STRATOCASTER®

SCOTTSDALE, Ariz. (Jan. 23, 2014) — The Fender Custom Shop is proud to introduce the limited edition Nile Rodgers Hitmaker Stratocaster guitar. It's a very special recreation of the "Hitmaker"—the well-worn 1960 Stratocaster played by Chic co-founder and revered session ace Rodgers on countless chart-topping songs.

Many might not recognize the name, but make no mistake—the sounds of Nile Rodgers and the Hitmaker are virtually inescapable. As a guitarist, producer, composer and arranger, his sales have topped more than 100 million albums over a career now in its sixth decade, and hardly a day goes by when you don't hear music to which he has contributed in some invaluable way, very often with the Hitmaker in hand. He wrote the book on disco/R&B guitar in the late 1970s with Chic and Sister Sledge, propelling both acts to the top of the charts with unerringly radio-friendly musicianship, songwriting and production chops.

A torrent of innumerable session, writing, production and film music credits commenced in the 1980s and continues today, with Rodgers making essential contributions to work by David Bowie (*Let's Dance*, 1983), Dianna Ross (*Diana*, 1980), Debbie Harry (*Koo Koo*, 1981), Duran Duran ("The Reflex" and "The Wild Boys," 1984; *Notorious*, 1986), Madonna (*Like a Virgin*, 1984), INXS ("Original Sin," 1983), Robert Plant (*The Honeydrippers: Volume One*, 1984), Jeff Beck (*Flash*, 1985), Thompson Twins (*Here's to Future Days*, 1985), Mick Jagger (*She's the Boss*, 1985), Al Jarreau (*L is For Lover*, 1986), Steve Winwood (*Back in the High Life*, 1986), B-52's (*Cosmic Thing*, 1989), the Vaughan Brothers (*Family Style*, 1990), Michael Jackson ("Money," 1995) and many others. More recently, Rodgers and the Hitmaker contributed to 2013 hit albums *True* by Avicii and *Random Access Memories* by Daft Punk, including the latter's multi-platinum hit, "Get Lucky."

Rodgers' affectionately nicknamed Hitmaker is a 1960 Stratocaster with a 1959 neck. He got it for a trade-in long ago at a small shop in Miami Beach, Fla. Exceptionally light in weight;

it has a maple fingerboard and bears a well-worn white finish. Rodgers says it doesn't sound like any other Stratocaster in the world. The Fender Custom Shop Nile Rodgers Hitmaker Stratocaster features a light alder body and one-piece straight-grain maple neck, with a 9.5"-radius maple fingerboard, 21 6105 frets, three Custom Shop 1969 single-coil Stratocaster pickups, five-way switching, chrome-plated brass pickguard, three white "speed" knobs, vintage-style hard-tail bridge, locking Sperzel® tuners and a worn Relic® lacquer finish in Olympic White.

For more information, visit www.fendercustomshop.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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Fender Musical Instruments Corporation
press@fender.com

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