

# **Fender introduces all-new Fender.com, creating a more connected experience for players and music fans**

**WEBSITE TRANSFORMS HOW PLAYERS DISCOVER FENDER, BRINGING PRODUCTS, CONTENT, MUSIC AND SERVICES TOGETHER WHILE ENABLING FANS TO HEAR SELECT GUITARS AND AMPS DIRECTLY FROM FENDER.COM**

**HOLLYWOOD, Calif. (October 5, 2026)** — Fender Musical Instruments Corporation (FMIC) today announced the launch of an all-new Fender.com, evolving from a commerce destination into a connected global digital ecosystem designed to deepen Fender's relationship with players and fans at every stage of their musical journey.

Fender was built on original ideas – instruments designed from scratch that changed what music could sound like. For 80 years, that commitment to original design, innovation, and craftsmanship has defined how Fender builds. Now it defines how Fender connects. The new Fender.com extends that philosophy into the digital world, giving musicians the tools, inspiration, and community to discover who they are as a player – and take their music somewhere entirely their own.

“This is about more than a new website. We’ve reimagined Fender.com, empowering players to shape their own journey. Moving beyond a traditional ecommerce platform, it’s a place where people can discover new gear, find what’s right for them and connect with the brand,” said Kelly Magrath, Fender Interim Chief Marketing Officer. “Fender.com is also a destination for fans and music lovers, with original stories and content that celebrates the artists, players and culture that make music so meaningful. Our new digital experience is designed to create a deeper connection with players and fans everywhere.”

**A NEW CHAPTER FOR FENDER.COM**

The new Fender.com is organized around six core pillars:

- **Discover:** A redesigned global experience brings together products, artists, stories, and inspiration – creating stronger connections between culture, music, and the instruments behind them and making it easier for players to discover what inspires them.
- **Understand:** Improved product education, navigation, comparison tools, and guided experiences help players find what's right for them with confidence.
- **Choose:** New tools including Ask Fender, an AI-powered experience launching first in the U.S. that helps musicians navigate Fender's portfolio based on their individual needs, playing style, and experience level, alongside improved product recommendations. With an international rollout to follow, these tools move Fender beyond manufacturer to become a trusted guide throughout the instrument discovery journey.
- **Experience:** Later this month, musicians will be able to hear instruments through integrated sound demonstrations for the first time on [Fender.com](https://www.fender.com), alongside enhanced photography, video, and artist content — giving customers a richer understanding of Fender's instruments before they ever pick one up and bringing the product to life in a way that reflects the originality and craftsmanship behind every model.
- **Buy:** Simplified shopping journeys, improved product pages, and a streamlined checkout make purchasing from Fender easier and more intuitive than ever.
- **Connect:** CRM, My Fender, product registration, Fender Play, and personalized content create opportunities to continue serving musicians long after their initial purchase. Music creates connections across generations, genres, and communities – and Fender is committed to being present in those moments, from the stages and spaces where artists tell their stories to the platform that brings players closer to the music and inspiration that moves them forward.

“For 80 years, Fender has been part of the connection between musicians, fans, artists and the music culture that brings people together,” said Edward “Bud” Cole, Fender’s CEO. “As the way people find inspiration continues to evolve, so does Fender. The new Fender.com brings that experience full circle, making it easier to find the right instrument, explore the artists and stories that inspire us, and connect with Fender in entirely new ways. It’s an invitation into our world, built for everyone who loves music.”

**ONE FENDER LEGACY, ENDLESSLY REINTERPRETED**

The launch of Fender.com is part of Fender's broader The One. For All. campaign – a celebration of iconic instruments with endless possibilities for originality. One Fender legacy, continually reinterpreted by generations of players, artists, and communities. Just as Fender's instruments have long provided different entry points into music, the new digital ecosystem creates a more connected relationship with musicians wherever they are in their journey – from the moment they pick up their first guitar to the stages where they define their sound. [Explore the artists, sounds and stories at the heart of Fender.](#)

High-resolution images and walkthrough video of the new [Fender.com](#) can be found [HERE](#).

For more information, to experience the new Fender.com and explore new Fender products, visit Fender.com. To find a retail partner near you, visit [Fender.com/dealers](#). Join the conversation on social media by following @Fender on all platforms.

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#### **ABOUT FENDER MUSICAL INSTRUMENTS CORPORATION:**

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.

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## ABOUT FENDER

Fender has been at the center of music and culture since 1946. As the world's leading guitar, bass and amplifier brand, Fender has shaped the sound of modern music, creating instruments that have become part of defining moments in music and culture. Today, Fender Musical Instruments Corporation (FMIC) designs, manufactures and delivers instruments, amplifiers, effects, accessories, pro audio and digital products and experiences for players around the world. FMIC's portfolio of owned and licensed brands includes Fender®, Squier®, Fender Custom Shop, Fender Studio®, Jackson®, Gretsch® guitars, EVH®, Charvel®, Bigsby® and PreSonus®. Guided by a player-centric approach, Fender continues to combine craftsmanship, innovation and technology to support musicians throughout their creative journey — from learning and playing to performing, recording and creating. For more information visit, [www.fender.com](http://www.fender.com).

## CONTACT DETAILS

### GLOBAL MEDIA INQUIRIES

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### COPY LINK

<https://www.fender.com/newsroom/272888-fender-introduces-all-new-fender-com-creating-a-more-connected-experience-for-players-and-music-fans/>