

FENDER® & FOCAL TO COLLABORATE, WHERE THE SPIRIT OF ROCK-AND-ROLL® MEETS THE SPIRIT OF SOUND

SCOTTSDALE, Ariz. USA / LA TALAUDIERE, Loire, FRANCE (Sept. 5, 2012) — Born from a shared passion for music, Fender and Focal are pleased to announce their collaboration on the creation of an audio system for musicians.

“Fender made incredible strides with the success of the Passport series due to its big sound, great clarity, ease of use and portability,” said Jay Piccirillo, senior product manager, Bass Amplifiers/Passport. “Moving forward, we’re pleased to partner with Focal and know the collaboration will bring musicians the utmost performance they expect and deserve.”

“Based on 32 years of driver design and manufacturing experience, Focal always acted, right from the beginning of the company, with OEM partners,” said Nicolas Debard, pro audio product manager at Focal. “The Focal drivers quality is recognized all over the world, be it through the Focal products or OEM solutions. The Fender/Focal collaboration, where the spirit of rock ‘n’ roll meets the spirit of sound!”

###

About Focal

Since its foundation, Focal-JMLab has grown to become one of the main manufacturers of studio monitors, high-fidelity and car audio systems. Headquartered in Saint-Etienne, France, it is now internationally recognized as a world leader in the design and manufacture of drivers and loudspeakers, Focal-JMLab has a wide range of high technology loudspeakers from 95 to 65,000 Euros and 99 to 2750 Euros for car audio. Market-leader in France, it exports over 73% of its output mainly in Europe, North America and Southeast Asia. The company key strength is its complete integration and quality

control of the driver and loudspeaker manufacturing process, from the design of drive units, cabinets and crossovers, to the assembly of the finished product. Focal-JMlab maintains an intense, continual programme of research and development into drive-unit technologies. Nine patents have been registered since 2003. Focal-JMlab currently employs over 200 people in modern facilities of 17 400m² (187 292 ft²), that concentrate production, R&D and management in the same site. - www.focal.com.

Fender Press Contact:

Jason Farrell

T: +1 480.845.5559

jfarrell@fender.com

Focal Press Contact:

Agence Esprit des Sens

Alix DÉCHELETTE: alix.dechelette@espritdessens.net

Stina MASSON: stina.masson@espritdessens.net

T: +3 77 93 50 66 05

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/271124-fender-amp-focal-to-collaborate-where-the-spirit-of-rock-and-roll-meets-the-spirit-of-sound/>