



Fender® introduces the all-new artist signature Stratocaster® with blues, rock legend Kenny Wayne Shepherd

SECOND FENDER LAUNCH, THE KENNY WAYNE SHEPHERD SIGNATURE STRATOCASTER® CUSTOM "HOT" VINTAGE PICKUPS, BLOCK INLAY NECK AND UNIQUE FADED TRANSPARENT BLUE FINISH

HOLLYWOOD, CALIF. (SEPTEMBER 15, 2020)— Fender Musical Instruments Corporation (FMIC) today released the all-new Kenny Wayne Shepherd Stratocaster®, the newest result of Fender's collaboration with one of the most powerful guitarists in Blues-Rock today. It features a chambered ash body, Transparent Faded Sonic Blue lacquer finish and early '60s "C"-shaped maple neck. This guitar delivers a punchy, full-throated Stratocaster® tones with three custom voiced pickups created with design input from Shepherd himself to meticulously complement his personal sound. Today, fans can own and play a part of that legacy with the Kenny Wayne Shepherd Stratocaster®.

"I have been playing Fender guitars for essentially my entire life. To me, Fender defined the sounds of countless music genres and was played by most of my musical heroes. The playability of Fender guitars is unmatched, and the quality of instruments unsurpassed. Our

new creation is one I'm exceptionally proud of," said Kenny Wayne Shepherd. "I was heavily involved in every aspect of the guitar – from specs to design, especially the Custom "Hot" Vintage Pickups – carefully designed to have a very natural sound; the block inlay neck which really sets this Stratocaster® apart visually; and the matching headstock which I just think has an unbeatable aesthetic. I can't wait to see what this guitar can do in the hands of other players – I hope this guitar is a tool that inspires others to find their own voice and to truly express themselves and their own love of music."

There are only a handful of artists whose name is synonymous with the guitar, and Kenny Wayne Shepherd is one of them. Shepherd was inspired to pick up the guitar at the age of 7 after hearing the likes of legends such as Stevie Ray Vaughan as well as Jimi Hendrix, Eric Clapton, Buddy Guy, Jimmie Vaughan, B.B. King and Muddy Waters – still some of his current musical influences. "Listening to, and consequently learning, their music gave me the foundation and the knowledge to learn the instrument, which freed me up to explore further and find my own identity within the guitar." Louisiana's guitarist and songsmith now boasts a 20-year-strong recording career and has established himself as the leading force behind the blues-rock revival, bringing renewed commercial success to the much-loved genre. A consistently in-demand live act, Kenny Wayne Shepherd has headlined tours worldwide as well as played on major tours with the likes of Buddy Guy and The Rolling Stones in addition to his solo recording career, which now spans nine critically acclaimed studio albums and radio hits including "Blue on Black," "True Lies", "Dark Side of Love" and "Somehow, Somewhere, Someway." Kenny discusses his inspirations, playing style and a glimpse into his new Signature in an episode of [Fender's](#) serialized social video series, [Fender Demos](#). Fender Demos is an educational video series focused on providing a deep dive into Fender's newest products. The series focuses on showcasing not only the key features and benefits but also the sonic quality of Fender's instruments, amplifiers and pedals. In addition to product demos, the series also provides valuable beginner, intermediate and advanced tone tips, set-up and maintenance guides and insights to getting the most out of your Fender gear.

The Kenny Wayne Shepherd Stratocaster® features a chambered ash body for a vibrant and resonant tone, while the Transparent Faded Sonic Blue lacquer highlights a beautiful ash grain. The early '60s "C"-shaped maple neck and bound rosewood fingerboard – with

a 7.25" radius – offer comfort and playability straight out of Fender's golden age. Kenny Wayne Shepherd himself worked on the design of the three custom pickups, giving the sound of the guitar its unmistakably striking tone.

"Fender has worked with Kenny Wayne Shepherd for over twenty years and he is an artist who constantly strives for better and never stops innovating, so it's a perfect match," said Justin Norvell, EVP Fender Products. "In 2008, we brought fans his first Signature Series model, which offered up Kenny Wayne Shepherd's legendary playing power at an accessible price point. We see this brand-new Stratocaster® as the next evolution – a testament to what we can create together when the sky is the limit. This guitar is all about quality and personalization and we can't wait to see what fans make of it."

In true tradition, the Fender Artist Signature Series honors iconic musicians through product progression and storytelling, creating instruments inspired by the unique specifications of the world's greatest guitarists and bassists. Learn more about the Kenny Wayne Shepherd Stratocaster® [here](#); product and images of Kenny Wayne Shepherd with his Signature Stratocaster® can be found [here](#).

For additional information on new Fender products or to find a retail partner near you, visit www.fender.com. Join the conversation on social media by following @Fender.

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KENNY WAYNE SHEPHERD STRATOCASTER® - \$1,999.99

Kenny Wayne Shepherd's fiery leads, meaty rhythms and hard-driving songs have propelled his robust career through nine solo records –three certified platinum, major tours with Buddy Guy, Van Halen, and The Rolling Stones, and an ongoing collaboration with blues-supergroup The Rides, a band he co-founded, with Stephen Stills. The Kenny Wayne Shepherd Stratocaster® features a chambered ash body for vibrant and resonant tone, while the Transparent Faded Sonic Blue lacquer finish highlights the beautiful ash grain. The early '60s "C"-shaped maple neck and bound rosewood fingerboard—with a 7.25"radius—offer comfort and playability straight out of Fender's golden age. Loaded with three Kenny Wayne Shepherd custom pickups, this guitar delivers punchy and full-throated Stratocaster® tones

ABOUT KENNY WAYNE SHEPHERD:

Kenny Wayne Shepherd is over two decades into a recording career that began when he was just 16. He has sold millions of albums worldwide and, in addition to his five Grammy nominations, he has won two Billboard Music Awards, a pair of Orville H. Gibson awards, the Blues Foundation's Keeping The Blues Alive award and two Blues Music awards. He's had eight #1 blues albums and a string of #1 mainstream rock singles. His latest release, *The Traveler* debuted at # 1 on the Billboard Blues Charts and remained in the top 10 for over 26 weeks.

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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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