



NEW FENDER® GEAR EQUIPS PLAYERS WITH INNOVATIVE DESIGN AND TIMELESS CRAFTSMANSHIP FOR 2023

INTRODUCTIONS INCLUDE THE ELECTRIC GUITAR AND BASS GOLD FOIL COLLECTION, EXTENSION OF THE TONE MASTER® AMPLIFIER SERIES, NEW FINISH OPTIONS AND LEFT-HAND MODELS FOR THE PLAYER SERIES AND A LINEUP OF NEW ACCESSORIES TO HELP PLAYERS EVERYWHERE INVIGORATE THEIR PRACTICE

HOLLYWOOD, Calif. (February 16, 2023) —There has never been a better time to be a guitar player—live music is back like never before and social media apps like Tik Tok provide a platform for guitarists across the globe to be heard. For Fender Musical Instruments Corporation (FMIC), that means both seasoned and new players are in need of resources and equipment to help shape their journey through this thriving landscape. After seventy-seven years of innovation and iconic craftsmanship, Fender and its portfolio of wholly-owned and licensed brands continue to emerge as the go-to brand amongst guitar players everywhere. Today, FMIC is introducing a variety of new products to its already vast catalog. These electric guitars and basses, amplifiers and accessories are emblematic of

Fender's decades-long commitment to providing players with the tools necessary to find their sound and hone their craft.

"As players expand and diversify the space, they look for tools that push their creativity forward," said **Justin Norvell, Executive Vice President, Product at FMIC**. "As a result, this means music production and performance is also evolving. At Fender, we will always strive to push the boundaries of innovation in the new products we introduce to the market each year to serve artists' needs at all levels. This year players will see continued investment in our digital amplifiers, garage band-inspired Gold Foil electrics and single-coil CuNiFe™ Stratocaster® pickups that will supercharge their sound."

"At FMIC, we're continuously ensuring new products are in the pipeline to serve the growing community of players and creators," added **Tammy Van Donk, EVP FMIC Sales**. "We're eager to partner with our global dealer community as they educate and equip their customers with FMIC's innovative new gear."

Introductions include the all-new Gold Foil Collection — a nod to the blues and garage rock legends of the sixties, this line of guitars synthesizes timeless design with modern day playability and versatility. This series features dazzling Telecaster® and Jazzmaster® models as well as a robust Jazz Bass®. In addition, Fender will expand the Player Plus Series with Left-Hand Models and add exciting new colorways to both the Player Plus and Player Series, as well as offering an extensive catalog of accessories including replacement necks and pickups, furthering the company's commitment to equipping player's everywhere with the tools necessary to personalize and finely tune.

2023 NEW PRODUCT INTRODUCTIONS

ELECTRICS

Limited Edition Gold Foil Collection

Inspired by the garage rock bands of the sixties and the cult classic guitars they played, the **Limited Edition Gold Foil Collection** combines timeless Fender® designs with the dazzling style of a bygone era.

Gold Foil Telecaster® Guitar (\$1,199.99 USD, £1,219.00 GBP, €1,399.00 EUR, \$2,249.00 AUD, ¥184,800 JPY) The Gold Foil Telecaster® delivers a spartan feature set seeped in vintage mojo. The mid '60s C"-shaped maple neck and chopped brass barrel 3-saddle Tele® bridge provide authentic Fender feel, while the ebony fingerboard, mahogany body and pair of Gold Foil mini-humbuckers make for a unique style and sound. Other features include matching painted headstock, vintage-style tuners with white buttons and 21 Medium Jumbo frets. Available in White Blonde and Candy Apple Burst.

Gold Foil Jazzmaster® Guitar (\$1,399.99 USD, £1,439.00 GBP, €1,649.00 EUR, \$2,599.00 AUD, ¥215,600JPY) The Gold Foil Jazzmaster® comes equipped with a bound ebony fingerboard, pearloid block inlays, mahogany body, Bigsby® B50 vibrato and three Gold Foil mini-humbuckers. Other features include a matching painted headstock, vintage- style tuners with white buttons, 21 Narrow Tall frets and a Fender® Jaguar®-inspired switch plate. Available in Candy Apple Burst and Shoreline Gold.

Gold Foil Jazz Bass® Guitar (\$1,229.99 USD, £1,299.00 GBP, €1,499.00 EUR, \$2,399.00AUD, ¥200,200JPY) The Gold Foil Jazz Bass® features an alder body, mid '60s C"-shaped maple neck with bound ebony fingerboard and a Gold Foil single coil for full, punchy tone that complements the exceptional good looks. Other features include a matching painted headstock, 'lollipop' tuning machines and 20 Medium Jumbo frets. Available in 2-Color Sunburst and Sonic Blue.

Available now. To learn more and view product descriptions, click [here](#). For product images, click [here](#).

The Player Series

The Player Series is packed with authentic Fender feel and style. It's ready to serve your musical vision, it's versatile enough to handle any style of music and it's the perfect platform for creating your own sound. To further bolster the Player Series, this spring, Fender debuts fresh bold yet iconic Fender colorways.

Player Stratocaster® & Player Stratocaster® Left-Handed Guitar (\$849.99 USD, £759.00 GBP, €869.00 EUR, \$1,549.00 AUD, ¥103,620 JPY) The inspiring sound of a Stratocaster is

one of the foundations of Fender. Featuring this classic sound—bell-like high end, punchy mids and robust low end, combined with crystal-clear articulation—the Player Stratocaster® is packed with authentic Fender feel and style. It's ready to serve your musical vision, versatile enough to handle any style of music, and the perfect platform for creating your own sound. Respecting our heritage while maintaining our innovative spirit, the power trio of Player Series single-coil pickups are crisp and articulate—its authentic Fender tone with a modern edge. 2023 NEW finish options include Player Stratocaster®, Maple Fingerboard, Candy Apple Red (also available left-handed) and Player Stratocaster®, Pau Ferro Fingerboard, Sea Foam Green.

Player Stratocaster® HSS Guitar (\$879.99 USD, £779.00 GBP, €889.00 EUR, \$1,599 AUD, ¥109,890 JPY) The inspiring sound of a Stratocaster® is one of the foundations of Fender. Featuring this classic sound—bell-like high end, punchy mids and robust low end, combined with crystal-clear articulation—the sonically flexible Player Stratocaster® HSS is packed with authentic Fender® feel and style. Respecting our heritage while maintaining our innovative spirit, the Player Series humbucking bridge pickup sounds huge and warm, while the single-coil Stratocaster® middle and neck pickups are crisp and articulate—it's authentic Fender tone with a modern edge. The "Modern C"-shaped maple neck's comfortable contours and smooth finish are ideal for almost any playing style. By adding a 22nd medium jumbo fret to the contemporary 9.5"-radius fingerboard we've made it easier to express yourself musically. The updated 2-point tremolo design has smoother travel for enhanced playing feel while simultaneously giving you rock-solid tuning stability since there's less friction against the posts. Other features include master volume and tone controls, a 5-way pickup switch, 3-ply pickguard, synthetic bone nut, dual-wing string tree, sealed tuning machines and four-bolt "F"-stamped neck plate that marks this instrument as the real deal—as Fender as it gets. 2023 NEW finish options include Player Stratocaster® HSS, Maple Fingerboard, Sea Foam Green and Player Stratocaster® HSS, Pau Ferro Fingerboard, Candy Apple Red.

Player Telecaster® Guitar (\$849.99 USD, £759.00 GBP, €869 EUR, \$1,599.00 AUD, ¥103,620 JPY) Bold, innovative and rugged, the Player Telecaster® is pure Fender, through and through. The feel, the style and, most importantly, the sound—they're all there, waiting for you to make them whisper or wail for your music. Versatile enough to handle almost

anything you can create and durable enough to survive any gig, this workhorse is a trusty sidekick for your musical vision. Respecting our heritage while maintaining our innovative spirit, the pair of Player Series single-coil Telecaster® pickups are crisp and articulate—it's authentic Fender tone with a modern edge. The "Modern C"-shaped maple neck's comfortable contours and smooth finish are ideal for almost any playing style. By adding a 22nd medium jumbo fret to the contemporary 9.5"-radius fingerboard we've made it easier to express yourself musically. To enhance the traditional twang and bite of a Telecaster®, we added bent-steel saddles to the string-through-body bridge for precise intonation and to help your sound cut through the mix, sustaining until the sun burns out. Other features include master volume and tone controls, a 3-way pickup switch with barrel tip, 3-ply pickguard, synthetic bone nut, dual-wing string tree, sealed tuning machines and four-bolt "F"-stamped neck plate that marks this instrument as the real deal—as Fender as it gets. 2023 NEW finish option is Player Telecaster®, Maple Fingerboard, Candy Apple Red.

Player Jaguar® Guitar (\$879.99 USD, £779.00 GBP, €889.00 EUR, \$1599.00 AUD, ¥109,890 JPY) Sleek and stylish and with a voice that's a modern twist on our classic sound, the Player Jaguar has a uniquely slinky playing feel. It encourages you to play differently, to reach for new chords and melodic twists and to explore new sounds and tonalities. Decked out with spotlight-ready chrome accents, it has the authentic sound, features and feel that's inspired countless artists to write new songs and create new genres of music. 2023 NEW finish option is Player Jaguar®, Pau Ferro Fingerboard, Candy Apple Red.

Player Jazzmaster® Guitar (\$879.99 USD, £779.00 GBP, €889.00 EUR, \$1599.00AUD, ¥109,890 JPY) With a fat, thick sound all its own and sleek, elegant style, the Player Jazzmaster® stands out under the spotlight. It's an inspiring instrument with a flexible, authentic Fender tone—a voice that works with any kind of music. The Jazzmaster® keeps turning up in the hands of musical visionaries and rebels; it's the ideal foundation for your sound. Rugged, raw and powerful, this guitar is ready to throw down. 2023 NEW finish option is

Player Jazzmaster®, Pau Ferro Fingerboard, Candy Apple Red.

Player Jaguar® Bass Guitar (\$849.99 USD, £859.00 GBP, €979.00 EUR, \$1,549.00 AUD, ¥103,620 JPY) When you're ready to hit the stage and begin performing you need an instrument that's sleek, powerful-sounding and ready for the spotlight—an instrument like

the Player Jaguar Bass. The offset body and smooth playing feel give it modern appeal; the flexible pickup combination gives it a voice that's all its own. Designed for creative bassists, the Player Jaguar Bass is ready to take the stage with you at a moment's notice, bringing authentic Fender sound and style. 2023 NEW finish options are Player Jaguar® Bass, Maple Fingerboard, Sea Foam Green and Player Jaguar® Bass, Pau Ferro Fingerboard, Candy Apple Red.

Player Jazz Bass® & Player Jazz Bass® Left-Handed Guitar (\$849.99 USD, £859.00 GBP, €979.00 EUR, \$1,549.00 AUD, ¥103,620 JPY) With its dual single-coil pickups and smooth playing feel, the Player Jazz Bass® is an inspiring instrument with classic, elevated style and authentic Fender bass tone. Its powerful, rumbling sound is punchy and tight; a growling voice that's matched with fast, smooth playing feel for a shot of creative inspiration. Ready for action in the studio, or on the stage, the Player Jazz Bass® can take anything you can think of—and everything you haven't yet. Respecting our heritage while maintaining our innovative spirit, the two growling Player Series single-coil pickups are packed with legendary Fender bass tone, turned up to 11 for modern ears. Volume controls for each and a master tone control are close to hand to shape the pickups' powerful voice so you can easily craft your sound. The "Modern C"-shaped maple neck hosts a 9.5"-radius fingerboard with 20 medium-jumbo frets that are ideal for almost any playing style, while the 4-saddle bridge is engineered for accurate intonation and easy action adjustment so you can personalize the feel to your playing style and taste. 2023 NEW finish options are Player Jazz Bass®, Pau Ferro Fingerboard, Candy Apple Red (also available in left-handed) and Player Jazz Bass®, Pau Ferro Fingerboard, Sea Foam Green.

Player Plus Series

Since the launch of the Player Series in 2018, there has been a reinvigorated acceleration in learning how to play guitar. To accommodate the new demographics and generations that are redefining the industry, Fender introduced the high-performance Player Plus Series in 2021. The lineup of this advanced series was built for a new kind of player, poised to usher in a new era of music. Fender has added two left-handed models to the mix, and this spring the series will feature two new iconic Fender colorways.

Player Plus Stratocaster® & Player Plus Stratocaster® Left-Handed Guitar (\$1099.99 USD, £959.00 GBP, €1,099.00 EUR, \$2,049.00 AUD, ¥137,500 JPY) Fusing classic Fender® design with player-centric features and exciting new finishes, the Player Plus Stratocaster® delivers superb playability and unmistakable style. At the heart of this Strat® is a trio of Player Plus Noiseless™ pickups – bright and touch sensitive, they offer classic Strat® tone without hum. A push-pull pot on the tone control adds the neck pickup to switch positions 1 and 2 for two sounds not usually found on a Strat®. The silky satin Modern “C” Player Plus Strat® neck fits your hand like a glove, with smooth rolled edges for supreme comfort. The 12” radius fingerboard and 22 medium jumbo frets facilitate fluid leads and choke free bends. Smooth and responsive, the 2-point tremolo provides classic vibrato effects, while the locking tuners provide rock-solid tuning and make string changes quick and easy. 2023 NEW finish option is Player Plus Stratocaster®, Pau Ferro Fingerboard, Sienna Sunburst. Player Plus Stratocaster® Left-Handed models are available in Maple Fingerboard, 3-Color Sunburst and Olympic Pearl as well as Pau Ferro Fingerboard, Tequila Sunrise.

Player Plus Precision Bass® Left-Handed (\$1,149.99 USD, £1,099.00 GBP, €1,269.00 EUR, \$2149.00 AUD, ¥148,500 JPY) Powered by a Player Plus PJ pickup set, the Player Plus Precision Bass® delivers the punch and growl that defines Fender bass tone. A 3-band active EQ provides precise tone shaping with switchable active/passive operation for ultimate flexibility. The Player Plus Precision Bass neck is sleek, fast, and smooth thanks to its silky satin finish, comfortable rolled edges on a 12” inch radius fingerboard, and modern “C” backshape. A rock solid HiMass™ bridge provides sustain, resonance, and perfect intonation.

Player Plus Nashville Telecaster® Guitar (\$1,129.99 USD, £979.00 GBP, €1,149.00 EUR, \$2099.00 AUD, ¥140,800 JPY) Fusing classic Fender design with player-centric features and exciting new finishes, the Player Plus Nashville Telecaster® delivers superb playability and unmistakable style. Powered by a set of Player Plus Noiseless pickups, the Player Plus Nashville Tele® delivers warm, sweet Tele® twang – as well as Strat® in-between tones – without hum. A push-pull switch on the tone control engages the neck pickup in switch positions 1 & 2 for two additional tones. The silky satin Modern “C” Player Plus Tele® neck fits your hand like a glove, with smooth rolled edges for supreme comfort. The 12” radius fingerboard and 22 medium jumbo frets facilitate fluid leads and choke free bends. A

modern 6-saddle Tele® bridge with block steel saddles adds a touch of brightness while providing precise intonation and the locking tuners provide rock-solid tuning and make string changes quick and easy. 2023 NEW finish option is Player Plus Nashville Telecaster®, Maple Fingerboard, Sienna Sunburst.

Player Plus Jazz Bass® V (\$1,249.99 USD, £1,179.00 GBP, €1,349.00 EUR, \$2,299.00 AUD, ¥165,000 JPY) Powered by a set of Player Plus Noiseless Jazz Bass® pickups, the Player Plus Jazz Bass® V delivers the clarity and growl that defines Fender bass tone. A 3-band active EQ affords precise tone shaping with a toggle to switch between active or passive mode for ultimate flexibility. The Player Plus Jazz Bass® V neck is sleek, fast, and smooth thanks to its silky satin finish, comfortable rolled edges on a 12" radius fingerboard, and modern "C" back-shape. A rock solid HiMass™ bridge provides sustain, resonance, and perfect intonation. 2023 NEW finish option is Player Plus Jazz Bass® V, Pau Ferro Fingerboard, Fiesta Red.

Player Plus Jazz Bass® (\$1,199.99 USD, £1,099.00 GBP, €1,269.00 EUR, \$2,249.00 AUD, ¥159,500 JPY) Powered by a set of Player Plus Noiseless™ Jazz Bass® pickups, the Player Plus Jazz Bass® delivers the clarity and growl that defines Fender® bass tone. A 3-band active EQ affords precise tone shaping with a toggle to switch between active or passive mode for ultimate flexibility. The Player Plus Jazz Bass® neck is sleek, fast, and smooth thanks to its silky satin finish, comfortable rolled edges on a 12" radius fingerboard, and modern "C" back-shape. A rock solid HiMass™ bridge provides sustain, resonance, and perfect intonation. 2023 NEW finish option is Player Plus Jazz Bass®, Maple Fingerboard, Sienna Sunburst.

Player Plus Precision Bass® (\$1,149.99 USD, £1,099.00 GBP, €1,269.00 EUR, \$2,149.00 AUD, ¥148,500JPY) Powered by a Player Plus PJ pickup set, the Player Plus Precision Bass® delivers the punch and growl that defines Fender bass tone. A 3-band active EQ provides precise tone shaping with switchable active/passive operation for ultimate flexibility. The Player Plus Precision Bass neck is sleek, fast, and smooth thanks to its silky satin finish, comfortable rolled edges on a 12" inch radius fingerboard, and modern "C" backshape. A rock solid HiMass™ bridge provides sustain, resonance, and perfect intonation. 2023 NEW finish option is Player Plus Precision Bass®, Maple Fingerboard, Fiesta Red.

Player Plus Meteora® HH Guitar (\$1,149.99 USD, £999.00 GBP, €1,149.00 EUR, \$2,149.00 AUD, ¥156,750 JPY) Fusing innovative Fender design with player-centric features and exciting new finishes, the Player Plus Meteora® delivers superb playability and unmistakable style. A set of powerful Fireball™ humbucking pickups blend the perfect amount of gain with great string-to-string note clarity. An S-1™ switch activates the coil-split, delivering crystal-clear single-coil tones. The silky satin Modern “C” neck fits your hand like a glove, with smooth rolled edges for supreme comfort. The 12” radius fingerboard and 22 medium jumbo frets facilitate fluid leads and choke free bends. Smooth and responsive, the 2-point tremolo provides classic vibrato effects, while the locking tuners provide rock-solid tuning and make string changes quick and easy. 2023 NEW finish option is layer Plus Meteora® HH, Maple Fingerboard, Fiesta Red.

New colors for the Player and Player Plus will be available Spring 2023. For product images, click [here](#).

AMPLIFIERS

Fender has a continued commitment to pushing digital amplification and effects. These cutting-edge amps are designed to deliver exceptional sound quality and versatility for musicians of all levels. With a range of wattage options and various features, these amplifiers are perfect for practice and performance. The new model includes the latest technology to help musicians get the sound they want. Whether a beginner or a seasoned pro, these amplifiers are sure to take playing to the next level. Fender continues to innovate and push the boundaries of guitar technology and this new release is no exception.

Tone Master® Princeton Reverb® (\$899.99 USD, £899.00 GBP, €1,039.00EUR, \$1,549.00 AUD, ¥115,500 JPY) The Tone Master Princeton Reverb is the latest addition to Fender’s acclaimed series of legendary amplifiers. Using Fender’s proprietary Tone Master modeling process the Tone Master Princeton is a perfect replication of the legendary tube amplifier. With player-centric features and modern conveniences, it’s sure to appeal to today’s most demanding professionals. The Tone Master Princeton Reverb is versatile enough to go from the bedroom to the recording studio to the gig with the great sound and authentic vintage vibe that Fender players know and love. It delivers classic Fender tone, reverb and tremolo;

and it's the perfect size for guitarists who want a moderately powered amplifier for any situation.

Available February 2023. To learn more and view product descriptions, click [here](#). For product images, click [here](#).

ACCESSORIES

This year, Fender broadens their series of accessories that allow players everywhere to personalize and finely tune their instrument more than ever before. The Player Plus Replacement Necks feature a comfortable “C” shape and 12” radius fingerboard that allow for maximum playability. Custom voiced by legendary chief engineer at FMIC, Tim Shaw, the CuNiFe™ and Cobalt Chrome Pickup Sets are a fast and easy way to supercharge any Stratocaster®, Telecaster®, or Jazzmaster®. For aspiring home guitar techs, the Fender Work Mat Station features an anti-slip bottom grip and finish-safe padding to ensure stress-free repairs everywhere from backstage to their backyard.

PLAYER PLUS REPLACEMENT NECKS

Player Plus Replacement Necks (\$349.99 USD, £339.00 GBP, €399.00 EUR, \$779.00 AUD, ¥39,600 JPY) - Crafted at our Ensenada, Mexico, manufacturing facility, this genuine Fender Player Plus Series Stratocaster® and Telecaster® guitar neck features a silky satin Modern “C” shape that fits your hand like a glove, with smooth rolled edges for supreme comfort. The 12” radius fingerboard and 22 medium jumbo frets facilitate fluid leads and choke-free bends. The nut is pre-slotted with “pilot” string location grooves to make spacing a breeze when performing the final string slot filing, and a satin urethane finish offers smooth playability.

CUNIFE™ PICKUP SET

CuNiFe™ Stratocaster® Pickup Set (\$349.99 USD, £319.00 GBP, €379.00 EUR, \$599.00 AUD, ¥58,850JPY) The first truly innovative voice in single-coil Stratocaster® pickups in a generation, CuNiFe™ Stratocaster® pickups offer brilliant tone both familiar and new at the same time. Their vintage-style voice offers more of everything—deep piano-like lows, present and pleasing midrange, and sweet and sparkling highs that will invigorate your

guitar playing with new life and bold dynamics. CuNiFe™, historically only used in our wide-range humbuckers that use the same threaded magnets, these pickups embody hi-fi clarity while never losing attack and definition no matter how hard they're pushed. The distinctive-looking chrome-ringed cover acts as a shield to help eliminate 60-cycle hum, making these pickups a remarkably true and quiet single-coil option. Sought after by musicians of all genres for decades, the original-era real CuNiFe™ magnet pickups disappeared when the Telecaster® Custom was discontinued in 1979.

Cobalt Chrome Telecaster® Pickup Set (\$199.99 USD, £279.00 GBP, €329.00 EUR, \$539.00 AUD, ¥41,800 JPY) - Voiced by tone guru, Tim Shaw, Cobalt Chrome utilizes the perfect magnetic combination to unlock your full Telecaster tonal potential. The Cobalt Chrome Telecaster® pickups use our own proprietary blend of a FeCrCo magnet that brings an added snap and attitude to your Telecaster®. Voiced so each position contains a unique musical fingerprint with transparency and bite. The distinctive-looking chrome-ringed cover acts as a shield to help eliminate 60-cycle hum, making these pickups a remarkably true and quiet single-coil option while still offering the twang that a Telecaster® is known for.

CuNiFe™ Wide Range Jazzmaster® Pickups (\$399.99 USD, £369.00 GBP, €439.00 EUR, \$739.00 AUD, ¥58,850 JPY) Supercharge your Jazzmaster® with classic Fender wide range humbuckers that will fit any Jazzmaster® with no modifications needed. Everything that you love about the Wide Range humbucker but in a Jazzmaster® cover. The Wide Range CuniFe™ Jazzmaster® pickups deliver rich bell-like humbucking tones with full bass and clear treble. CuNiFe™ pickups have “hi-fi” clarity yet never lose their attack and definition no matter how hard they are pushed. Available as a set or individual bridge or neck position pickups.

CuNiFe™/Cobalt Chrome Jazzmaster® Pickup Set (\$299.99 USD, £279.00 GBP, €329.00 EUR, \$539.00 AUD, ¥41,800 JPY) A curated set of Jazzmaster® pickups that deliver the distinction of Cobalt Chrome and the warm articulation of CuNiFe™ to your instrument. Voiced by tone guru, Tim Shaw, Cobalt Chrome and CuNiFe™ is the perfect magnetic combination to unlock your full Jazzmaster tonal potential. The Cobalt Chrome bridge pickup and CuNiFe™ neck pickup bring a balanced voice and added dynamic range to this classic Fender offset design.

WORK MAT STATION

The Fender® Work Mat (\$69.99 USD, £66.99 GBP, €79.99 EUR, \$110.00 AUD, ¥8,300 JPY)

Repair and restore your instrument like a professional. Features a finish-safe neoprene pad and textured anti-slip bottom grip for ultimate durability. The included padded neck cradle holds your guitar at the proper angle for maintenance and adjustment. Crafted from durable EVA foam, the mat rolls up for quick and easy storage or on-the-go routine repairs. Elevate your workbench with the unmistakable look of Fender's iconic designs – tweed and amp grill cloth.

All new accessories available Spring 2023. To learn more and view product descriptions, click [here](#). For product images, click [here](#).

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

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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 2021, Fender celebrated 75 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

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

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