

FENDER® RELEASES PIHA'EA SOPRANO UKULELE

SCOTTSDALE, Ariz. (September 30, 2014) – Fender is proud to announce the release of the **Piha'ea Soprano Ukulele**.

Piha'ea is Hawaiian for playful, and that's exactly what this soprano-style uke is, and it'll have players smiling as soon as they strum their first chord on it. An affordable yet highly playable instrument that doesn't compromise on tone, it features an all-mahogany body, black neck and body binding, rosewood bridge, Fender headstock with open-gear tuners, and more. For a limited time, the Piha'ea Soprano model is available in an all-natural finish or a version with a red screen graphic of a beautiful hula girl.

For more information, go to www.fender.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

GLOBAL MEDIA INQUIRIES

Fender Musical Instruments Corporation
press@fender.com

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