



FENDER MUSICAL INSTRUMENTS CORPORATION EXPANDS GLOBAL PRESENCE WITH NEW KOREAN SUBSIDIARY

**FENDER MUSIC KOREA TO LEAD DIRECT MARKET OPERATIONS
UNDER NEWLY APPOINTED GENERAL MANAGER JACK KIM**

HOLLYWOOD, Calif. (June 25, 2025) — [Fender Musical Instruments Corporation \(FMIC\)](#) today announces the establishment of Fender Music Korea (FMK) a new wholly owned and operated subsidiary dedicated to managing all direct-to-dealer and direct-to-consumer operations for FMIC products in Korea including the Fender®, Fender Custom Shop™, Squier®, Gretsch®, EVH®, Charvel® and Jackson® brands. FMK will be the exclusive distributor of FMIC products in Korea beginning October 1, 2025. The subsidiary will be led by General Manager Jack Kim, who will report to Edward “Bud” Cole, President of Asia Pacific for Fender.

"We are incredibly grateful to Guitarnet and PK International for their exceptional stewardship of FMIC's brands," said Edward "Bud" Cole, President of Asia Pacific for Fender Musical Instruments Corp. "We aim to build on Fender's already strong legacy in Korea to create even more excitement and growth for dealers and consumers."

"As a valued partner of FMIC, we are proud of the success we've achieved together for the Fender, Fender Custom Shop and Squier brands in the Korean market," said John Park, CEO of Guitarnet. "We are confident that Fender Music Korea will continue to support the market with the same commitment to quality and innovation that musicians in Korea have come to expect."

"It has been an honor to represent Gretsch, EVH, Charvel, and Jackson in Korea," said William Park, CEO of PK International Inc. (Tone Quest). "Starting with Gretsch, and gradually expanding our partnership with FMIC to cover all of its sister brands, we are proud of what we have achieved together. We are confident that Fender Music Korea will continue to drive growth and inspire musicians throughout Korea."

Fender Music Korea's purpose is to align more closely with FMIC's global strategies, providing access to FMIC brands while ensuring consistency in marketing, customer service, and artist support, and managing all aspects of sales, artist relations, and direct-to-consumer outreach to drive growth in Korea. This move underscores Fender's unwavering commitment to supporting musicians and retailers in an increasingly influential market for music and culture, while continuing to deliver world-class gear and drive innovation. Fully integrated into FMIC's global operations, FMK will advance the brand's mission to empower artists at every level of their musical journey, from aspiring beginners to seasoned professionals. Fender's direct-to-dealer model ensures streamlined support, innovative tools, and closer collaboration with dealers, while consumers enjoy enhanced access to the latest products, initiatives, and customer care.

"Korea is one of the most dynamic and exciting music markets in the world, and this move allows us to deepen our connection with musicians and retailers," said Andy Mooney, CEO of Fender Musical Instruments Corp. "The establishment of Fender Music Korea is a significant step in strengthening our global presence, delivering innovative, world-class products, and creating new opportunities for growth in the APAC region."

The establishment of Fender Music Korea has been carefully planned to ensure no disruption for dealers or consumers, with FMK will officially begin direct operations and assume responsibility for warranty and customer service inquiries starting October 1, 2025. “Our goal is to make FMK’s entry into the Korean market as seamless as possible while providing even greater support to our dealers and customers,” said Jack Kim, General Manager of Fender Music Korea. “I am honored to join the Fender team during such an exciting time of growth and transformation. Fender’s legacy and commitment to innovation inspire me, and I look forward to working closely with our partners to elevate the brand’s presence and deliver exceptional value to the Korean market.”

High-resolution Fender logo can be found [HERE](#). Executive headshots and bios can be found [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

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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<https://fender.pr.co/270257-fender-musical-instruments-corporation-expands-global-presence-with-new-korean-subsidiary/>