



## **Fender® and legendary singer-songwriter, guitarist Chrissie Hynde launch Signature Telecaster® guitar**

**CHRISSIE HYNDE TELECASTER® PAYS HOMAGE TO HER FIRST FENDER BOUGHT IN NEW YORK IN 1980S MARKING FIRST-EVER GUITAR COLLABORATION**

**HOLLYWOOD, CALIF. (FEBRUARY 2, 2021)**—Fender Musical Instruments Corporation (FMIC) today released the Chrissie Hynde Telecaster® in its first ever collaboration with the singer-songwriter and guitar icon. The Signature model is a tribute to the Ice Blue Metallic Fender Telecaster® guitar that Hynde bought in a New York City shop nearly forty years ago. Since, her beloved axe has been featured on over a dozen studio albums and has accompanied Hynde in concert halls and stadiums all around the globe. The Chrissie Hynde Telecaster® - the latest addition to the Fender® Artist Signature Series - puts the guitar-playing prowess of the Pretenders frontwoman in the hands of players around the world, for the very first time.

“My guitar tech, David Crubly, convinced me to launch a Fender Signature Telecaster by telling me it might encourage more people to get into bands and music. I hope that’s true and know that those who do, won’t look back,” said Chrissie Hynde, London 2021.

Hynde has played a number of Fender Telecaster® guitars over the years, but the original model remains her number one and most trusted to this day. This all-new Signature Telecaster® is a faithful recreation of one of the world’s most famous electric guitars, recognized for its churning Tele rhythms and the rugged sound it lent to the Pretenders and Hynde’s other various projects.

The Chrissie Hynde Telecaster boasts an alder body in Faded Ice Blue Metallic Road Worn™ lacquer finish, vintage-style '50s single-coil Tele pickups voiced to match Chrissie's original set and a 6-stainless steel barrel saddle bridge. With a custom mid-'60s “C”-shaped maple neck, a 7.25” radius fingerboard and a chrome mirror pickguard, the guitar serves the unmistakable look and feel of Hynde’s treasured '65 Telecaster® model. An artist-requested player-friendly update on the new Chrissie Hynde Telecaster® are locking tuners, which offer increased tuning stability and make string changes quicker.

“It was a true honor to bring the Chrissie Hynde Telecaster® to life,” said Justin Norvell, EVP Fender Products. “This guitar is as legendary as the artist who inspired its namesake and personalized design features. Chrissie really wanted this model to be as faithful as possible to its original, and she was right to – this Telecaster® is packed full of features that punch. From its beautiful Road Worn™ finish to its resilient stainless-steel saddles, the musical possibilities really are endless with this Tele in your hands.”

“We were honored when Chrissie Hynde agreed to work with us on an Artist Signature Series guitar,” added Neil Whitcher, Head of Artist Relations, EMEA. “The music that Chrissie has put into the world over the last four decades has helped shape the way thousands play guitar today and has defined the sound of the Fender Telecaster® forever. We can’t wait to see what players around the world do with this guitar.”

Born in Akron, Ohio, Hynde’s long and influential career as an artist and singer-songwriter started shortly after moving to London in 1973. Hynde began writing for *NME* and associating with the stars of the then-nascent Punk scene, such as Johnny Rotten, Sid Vicious,

and Vivienne Westwood. After playing in several bands, she formed The Pretenders in 1978, releasing such classics as the UK #1 "Brass in Pocket," "Talk of the Town," "Message of Love," and "I'll Stand By You" to commercial and critical acclaim throughout the '70s, '80s and '90s. Uncompromising in her D.I.Y. attitude and persistent work ethic, Chrissie's career has spanned multiple world tours, number #1-charting singles, a performance at the original Live Aid, and legendary collaborations with everyone from Frank Sinatra to Nick Cave. She released her 11<sup>th</sup> Pretenders studio album, *Hate for Sale*, in July of 2020.

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. [Fender discusses the all-new Chrissie Hynde Telecaster® specs and all details](#) 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.

Learn more about the Chrissie Hynde Telecaster® and access a product description [HERE](#); product photos and images of Chrissie with her Signature Telecaster® 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](http://www.fender.com). Join the conversation on social media by following @Fender.

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**CHRISSIE HYNDE TELECASTER® - \$1,399.99 USD, £1,249.00 GBP, €1,399.00 EUR, \$2,699 AUD, ¥175,000 JPY**

With a Telecaster in hand, Chrissie Hynde formed The Pretenders in 1979 and quickly established the band as a rock and roll powerhouse. Chrissie's churning Telecaster rhythms have been the heartbeat of the band's sound since the beginning. In 2021, Fender and Chrissie Hynde launch the Chrissie Hynde Telecaster complete with an alder body finished in Faded Ice Blue, Metallic RoadWorn™ lacquer, a custom mid-60s "C" shaped maple neck

and much more in an incredibly faithful recreation of one of the world's most iconic guitars, Hynde's treasured '65 model.

#### **ABOUT CHRISSIE HYNDE:**

Ohio born singer, songwriter, and guitarist, Chrissie Hynde formed The Pretenders in London in 1978, with Hereford natives, James Honeyman-Scott on guitar, Pete Farndon on bass, and drummer Martin Chambers. Their debut album, released in January 1980, was the first UK number one album of the decade and garnered critical acclaim in Europe, The US, Australia and beyond. The group's personnel and dynamic has changed over the years, initially with the drug related deaths of Honeyman Scott and Farndon in 1983. Hynde has remained a constant force as the band's focal point, maintaining the original Pretenders unique guitar-based sound in the style of Honeyman Scott. She's recorded 12 studio albums, primarily as Pretenders, and has guested with numerous other artists, including Frank Sinatra and Moreno Veloso. The Pretenders latest album Hate for Sale, released July 2020, has insured they continue to enjoy international airplay. They regularly tour the world to sold out venues.

#### **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® and Bigsby®—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 celebrates 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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