

# **FENDER MUSICAL INSTRUMENTS CORPORATION ANNOUNCES INTENT TO SELL GUILD® BRAND TO CORDOBA MUSIC GROUP**

SCOTTSDALE, Ariz. (May 6, 2014) – Fender Musical Instruments Corporation (FMIC) announced today that it has finalized a letter of intent to sell the Guild guitar brand and related assets to Cordoba Music Group, the manufacturer of Cordoba acoustic guitars, ukuleles and accessories.

“It was important for us to find a great steward to continue the important legacy of Guild guitars,” said FMIC’s interim CEO and board member Scott Gilbertson. “We have found a great fit in Cordoba Music Group, a company committed to quality and with impressive U.S.-based production capabilities.”

“Guild is an iconic American brand with a rich heritage and we’re truly excited and honored to be the ones to move it forward. It’s a great complement to our current position in the acoustic guitar market and provides opportunities for growth in new categories,” said Cordoba Music Group President Jonathan Thomas. “We will continue to make instruments of exceptional quality in the USA, and look forward to giving one of the industry’s great American brands a new home.”

Sales of Guild guitars will continue as usual during the transition process. Upon finalization of the sale, Cordoba Music Group is expected to begin production in Oxnard, Calif. FMIC recently announced the closing of Guild’s U.S. manufacturing facility in New Hartford, Conn.

Guild was founded in New York in 1953 by Alfred Dronge and the company’s excellence in acoustic guitar design made the name synonymous with acoustic quality and craftsmanship throughout the ensuing decades. Guild joined the FMIC family in 1995, combining it with modern design to produce new generations of guitars that remain highly sought-after instruments.

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**About Cordoba Music Group:** Cordoba Music Group (CMG) is a musical instrument manufacturer and distributor specializing in acoustic guitars and related accessories. CMG owns and operates the Cordoba brand, the industry's leading nylon string acoustic guitar brand, and handles U.S. distribution for Savarez®, Aquila®, and HumiCase®. For more information, visit [www.cordobaguitars.com](http://www.cordobaguitars.com).

## 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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