



FENDER® EXPANDS PRO AUDIO OFFERING WITH NEW PROFESSIONAL IN-EAR MONITOR LINE, TWEED MONTEREY BLUETOOTH SPEAKER

**AVAILABLE SUMMER 2018, NEW PRO IEM SERIES PUSH SONIC
LIMITS, REDEFINE HOW MUSIC SHOULD SOUND**

HOLLYWOOD, CALIF. (JUNE 28, 2017) – Fender Musical Instruments Corporation (FMIC) announces the launch of its newest and most advanced line of Professional In-Ear Monitors and a new Monterey Tweed Bluetooth Speaker debuting at Summer NAMM 2018 in Nashville, Tenn. The new products promise to bring Fender's unrivaled quality and understanding of tone to players and music lovers like never before.

Like Fender's storied obsession designing musical instruments and amplifiers, the ultimate tools of sonic expression, Fender IEMs draw from more than 70-years of knowledge about sound and musical instruments. Designed and hand assembled in Fender's audio design lab in Nashville, Tenn., these IEMs are created to deliver what musicians require to perform at their best. The Pro IEM Series features innovative driver and housing designs that deliver the most precise, authentic, lifelike and full frequency range. Designed to withstand the

rigors and demands of live performance, the Pro IEM's Digital Hybrid Technology (DHT) housing is 3D-printed in Nashville and features interchangeable tips for a near-custom fit.

Beyond exceptional build quality, the real magic stems from insights gathered from professional musicians, engineers and producers that led Fender to break with the accepted standards in the IEM market. The current belief is better sound performance is the result of inserting as many Balanced Armatures (BA) drivers as possible into an IEM. Fender forged a new path in developing a hybrid driver technology that utilizes low-frequency enhancing dynamic drivers to work in tandem with the standard higher-frequency enhancing BA's, thus opening up the entire frequency spectrum for artists, so they can hear and feel the music with precision. Together, dynamic driver depth and balanced armature accuracy bring every note back to professional musicians, so they can deliver their best performance.

This novel approach to audio engineering, along with the unrivaled build quality, enables Fender to deliver a superior product at every price point. These Pro-IEMS will be available in stores August 2018.

"As an authority in sound and tone, we're creating a platform to serve today's sound engineers, performers and audiophiles – some of the world's most critical users of In-Ear Monitors," said Justin Norvell, SVP Fender Products. "Designed and assembled in the Nashville, the designs in this new Pro IEM line feature unique innovative hybrid technology marrying dynamic drivers and balanced armatures - with our most advance model, the THIRTEEN-6, offering a 13.6mm driver and six balanced armatures. The unique hybrid technology offers an articulate full-frequency and high-fidelity sound you can feel – which makes all the difference in the moment on stage."

PRO IEM SERIES MODELS INCLUDE:

- NINE-(9.25mm Dynamic) - \$99.99
- NINE-1-(9.25mm Dynamic + 1 BA) - \$249.99
- TEN-3-(10mm Dynamic + 3 BA) - \$799.99
- TEN-5-(10mm Dynamic + 5 BA) - \$1,199.99
- THIRTEEN-6-(13.6mm Dynamic + 6BA)- \$1,799.99

Audiophiles can indulge in an all-new tweed version of Fender's Monterey Bluetooth speaker, originally released in black in 2017. A high-power, high-fidelity stereo Bluetooth streaming speaker, the Monterey Tweed is powered by an AC power source and supports aptX and ACC high quality digital audio codecs. Featuring the trusted Fender sound quality music lovers have come to expect, the Monterey Tweed provides an elevated listening experience with an EQ preset switch to shape the sound for the room, as well as two 5.12" woofers and two 1" tweeters, boasting 120 watts of powerful, crisp Fender audio. True to Fender's classic guitar amplifier designs, the Monterey Tweed features Fender's '68 custom grille cloth, red jewel light, and chicken-and-head style knobs to adjust volume, bass and treble. In addition, the 1/8" and RCA dual analog inputs connect with listeners' favorite music sources, while wireless capabilities offer more than 33 feet of Bluetooth audio connectivity.

The Monterey Tweed Bluetooth Speaker will be available in October 2018 and will retail for \$379.99.

Learn more about the Fender Pro IEM Series and Monterey Tweed Bluetooth Speaker. For series 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

FENDER MEDIA CONTACT:

Christina Stejskal
Head of Communications
Fender Musical Instruments Corp.
CStejskal@Fender.com
Press@Fender.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

Fender Musical Instruments Corporation
press@fender.com

COPY LINK

<https://fender.pr.co/271695-fender-expands-pro-audio-offering-with-new-professional-in-ear-monitor-line-tweed-monterey-bluetooth-speaker/>