

FENDER® CELEBRATES 60TH ANNIVERSARY OF THE STRATOCASTER® DURING FENDER CUSTOM SHOP VIP EVENT AT NAMM SHOW

Anaheim, Calif. (Jan. 23, 2014) Fender Musical Instruments Corporation (FMIC) executives and employees were joined by artists and VIPs during the annual Fender Custom Shop NAMM kickoff ceremony on Jan. 22 to commemorate 60 years of the world's greatest electric guitar, the Fender Stratocaster (left to right: Elliott Easton, Reggie Hamilton, Sean Hurley, Marcus Miller, Greg Koch, Janie Hendrix, Larry Thomas, Phyllis Fender, Jim Root, Hugh McDonald, Abigail Ybarra, Don Felder).

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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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