



FENDER CUSTOM SHOP PROMOTES VINCENT VAN TRIGT TO MASTER BUILDER AS PRODUCT DEMAND CONTINUES TO GROW

VAN TRIGT BECOMES 13TH FENDER CUSTOM SHOP MASTER BUILDER, THE FOURTH ADDED SINCE 2018

HOLLYWOOD, Calif. (November 12, 2019)—Fender Musical Instruments Corp. (FMIC) announced today a new Master Builder joining the Fender Custom Shop: Vincent Van Trigt. Van Trigt brings a strong knowledge of the Fender brand from working in both the Gretsch and Fender Custom Shops for the past nine years, and spending the last four years as an Apprentice Master Builder under Fender Master Builder John Cruz. Two years before that he worked as an Apprentice Master Builder under Master Builder Stephen Stern.

Van Trigt brings a comprehensive understanding of the business to his work, having served in many positions at Fender. After moving to the U.S. from the Netherlands in 2004, he worked on the Fender factory assembly line in Corona for a few years before making the move to the Fender Custom Shop in 2010. Two years later he moved to the Gretsch Custom

Shop to work as an Apprentice Master Builder under Stephen Stern before coming back to the Fender Custom Shop two years later to work under esteemed Senior Master Builder, John Cruz. With Cruz, Van Trigt worked hand in hand on high-profile projects for top artists, including Gary Moore, Stevie Ray and Jimmie Vaughan and most recently Phil Lynott.

“Vince learned from one of our very best,” said Mike Lewis, VP of Product Development at Fender Custom Shop. “Apprenticing under John Cruz rooted Vince in that special care and attention to detail that only a Master Builder possesses. In addition to veteran Master Builder Jason Smith, Vince is also an accomplished bass player and has a special touch when it comes to basses. Over the years, Vince has continuously dazzled me with his unique bass designs. I’m really looking forward to seeing his work at the upcoming 2020 Winter NAMM show.”

In his new position as Fender Custom Shop Master Builder, Van Trigt is looking forward to building incredible replicas of old Fender guitars and working with more artists. “As an aspiring builder it was very inspiring for me to work alongside the other Master Builders, getting the freedom to learn and experiment on my own in a highly creative environment,” Van Trigt said. “The products we make here are phenomenal, and the history and legacy of the brand are known worldwide – no brand out there has influenced music as much as Fender.”

See [here](#) to access a bio and headshot for Vincent Van Trigt.

For additional information on new Fender products or to find a retail partner near you, visit www.fender.com or www.fendercustomshop.com. Join the conversation on social media by following @Fender and @FenderCustomShop.

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ABOUT FENDER CUSTOM SHOP:

Since 1987, the Fender Custom Shop and its esteemed builders have astounded players and collectors worldwide with marvels of creativity, ingenuity and artistry. From its humble Southern California beginnings, the Fender Custom Shop has grown to become the world’s preeminent maker of highly-collectible custom instruments operating in Corona, Calif.

Known as the “Dream Factory,” the Fender Custom Shop is also home to an honored group known as the Master Builders – some of the most skilled luthiers in the world – who craft Fender’s legendary instruments and push the boundaries of possibility. The distinguished Master Builders make dream guitars a reality for players – from Eric Clapton, Jeff Beck, H.E.R. and Jimmy Page to collectors, working professionals and guitar enthusiasts. As the epicenter of innovation at Fender and the pinnacle of the brand, ideas and production techniques devised in the Fender Custom Shop for both Masterbuilt and Teambuilt guitars go on to inspire and influence Fender’s other production line models.

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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

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