

FENDER® LAUNCHES THE EDGE SIGNATURE STRATOCASTER® AND DELUXE™ AMPLIFIER FOR THE FENDER SIGNATURE SERIES

BURBANK, Calif. (March 24, 2016) – Fender Musical Instruments Corporation (FMIC) is proud to introduce The Edge Signature Stratocaster and The Edge Deluxe amplifier to its signature series collection. U2 guitarist and sound icon The Edge collaborated closely with the Fender team to design and produce the U.S. made guitar and amplifier. The Fender Signature Series is geared toward product progression and storytelling, creating instruments designed to the unique specifications of the world's most iconic artists.

"The Stratocaster is one of those instruments I have always had a strong connection with. To me it has a raw tonal personality that inspires innovation and discovery. As a creative tool it continues to drive my writing and guitar playing," said The Edge. "Working with Fender and their Custom Shop over the last two years, we have been able to refine the design of my signature guitar and amplifier to a place that matches as close to humanly possible the sound I hear in my head."

These two products, each marked with a logo badge hand-designed by Edge himself, are sure to deliver creative inspiration to players of all levels, deriving from the sounds created by the sonic icon himself. The Edge Stratocaster and The Deluxe Amplifier are both available for consumer purchase now. Also available is a 2.5" leather strap personally designed by The Edge, and constructed from two layers of soft garment leather.

THE EDGE STRATOCASTER

The Edge Strat is engineered for top-notch performance with versatile tone and effortless playing. Unique features include a pair of special Custom Shop Fat 50s single-coil pickups with flat pole pieces, a DiMarzio® FS-1™ bridge pickup, upgraded quartersawn maple neck with "C"-shaped profile and 9.5" maple fingerboard, modern two-point synchronized

tremolo bridge with pop-in arm and fully adjustable saddles. The Edge's signature is also included on the front of the large '70s-style headstock.

The elegant guitar combines the classic curves, appointments and effortless playability of the Stratocaster with modern enhancements and materials to create a dream instrument for players and U2 fans alike.

THE EDGE DELUXE

The Edge Deluxe signature model is an updated take on the classic '57 tweed Deluxe used to craft the Edge's sonic identity. This amp also produces the tone and articulation of the vintage Fender Deluxe amps that are an important part of the artist's complex multi-amp effects setup.

This 12-watt hand-wired amp features modified circuitry for tighter low-end response and high-impact tone, a 12" Celestion® Blue speaker, custom-tapered volume control and altered component values that tighten up low-end frequency response. The Edge himself also hand-designed the special grille logo badge, which distinguishes the traditional tweed amp as a distinctive tool for guitarists everywhere.

To view the new mini documentary video, "Fender Signature Presents: The Edge," visit <https://youtu.be/TgJUUIgTXel>.

For more information and to find a Fender Premium Showcase Dealer, visit www.fender.com.

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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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