

CHARVEL® JOINS FORCES WITH GUTHRIE GOVAN

WORLD-RENOWNED GUITARIST AND EDUCATOR TO ENDORSE LEGENDARY GUITAR BRAND, AS WELL AS HELP DEVELOP NEW MODELS

SCOTTSDALE, Ariz. (July 18, 2013) – Charvel is proud to welcome U.K. guitarist Guthrie Govan to the family. A highly-respected and in-demand virtuoso guitarist, Govan travels the world as both a performer and clinician. Govan is currently splitting time between his rock/fusion trio, The Aristocrats, and touring the world with Steven Wilson's band, promoting Wilson's Alan Parsons-produced album, *The Raven That Refused to Sing (And Other Stories)*.

Guthrie Govan made a name for himself in 1993, winning Guitarist Magazine's "Guitarist of the Year" competition: he subsequently worked as a regular transcriber for U.K. magazine *Guitar Techniques*. He has since appeared with Asia, GPS, Dizzee Rascal and The Young Punx. His diverse playing style ranges from classic shred to jazz-fusion to blues-rock, all of which are clearly evident on his solo album *Erotic Cakes* and throughout his numerous other musical projects.

"These guitars sound great, and the necks are just ridiculous," said Govan. "The good people at Charvel are encouragingly keen to hear all my feedback about their instruments. Whenever I share an idea with them, it feels like they're really listening – so I'm very excited to be working with these guys and I look forward to seeing what we can do together in the future."

"Guthrie Govan is one of the best performers playing today, and we're proud to welcome him to the Charvel 'family,'" said Michael McGregor, product manager for Charvel Guitars. "He is currently road-testing a few Charvel models, and we are in the research and development phase of some possible future Charvel guitars."

For more information, go to www.charvelguitars.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

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