

FENDER® SHORT FILM SHOWCASES CREATION OF LEGENDARY STRATOCASTER® GUITAR

A STRAT IS BORN REVEALS HANDCRAFTSMANSHIP THAT GOES INTO EVERY STRAT® GUITAR

SCOTTSDALE, Ariz. (April 3, 2012) – Fender Musical Instruments Corp. has released “**A STRAT IS BORN**,” a new short film that takes viewers on a high-speed ride through the creation of a Fender Stratocaster guitar. The film, shot in Fender’s main U.S. manufacturing facility in Corona, Calif., showcases the vast amount of consummate handcraftsmanship that goes into every Fender instrument, and presents the manufacturing process that can now be experienced at the Fender Visitor Center and Factory Tour, located next to Fender’s Corona-based facility. The piece is set to a high-energy soundtrack by Wayne Kramer, co-founder of the seminal Detroit rock group MC5 (Motor City 5) and Fender Signature Artist. “A Strat is Born” distills the impressive journey of materials into music and highlights the very essence of longstanding Fender craftsmanship into one four-minute viewing experience. To watch the video, go to <http://www.fender.com/stratisborn/press>.

For more information on the Fender Visitor Center, go to www.fender.com/visitorcenter.

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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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COPY LINK

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