



FENDER ANNOUNCES GLOBAL RELEASE OF VIRTUOSO ROCK GUITARIST RICHIE KOTZEN'S SIGNATURE STRATOCASTER®

**PREVIOUSLY A JAPAN EXCLUSIVE, THE RICHIE KOTZEN
STRATOCASTER® BOASTS HIGH-PERFORMANCE PLAYABILITY WITH
ITS CONTOURED ASH BODY, 22 SUPER JUMBO FRETS AND THICK
"C"-SHAPED NECK**

HOLLYWOOD, Calif. (June 17, 2025) — Fender Musical Instruments Corporation (FMIC) today announces the launch of the **Richie Kotzen Stratocaster®**, honoring the distinctive singer, songwriter and guitarist whose technical prowess spans a storied five-decade-long career.

With more than 20 solo album releases now under his belt, Richie Kotzen first picked up guitar at age seven and released his debut solo album by the time he was in his teenage years. With Kotzen's dazzling playing style fueling his rise to prominence, the rock virtuoso

took on lead guitarist duties in glam metal legends Poison in 1991 before joining hard rock outfit Mr. Big in 1999. That same year Kotzen teamed up with Jazz Legends Stanley Clarke and Lenny White to form the fusion supergroup Vertu. As an accomplished guitar player, songwriter and singer, Kotzen fronted supergroup The Winery Dogs alongside Mike Portnoy and Billy Sheehan, as well as collaborating with Iron Maiden guitarist Adrian Smith as one half of musical duo Smith/Kotzen. Well-known for his searing riffs and lyrical phrasing, his exceptional versatility has seen his work span a multitude of genres from blues rock and jazz fusion to soul and R&B.

Previously available exclusively in Japan, this comfortably contoured ash body guitar is geared towards high-performance with a thick "C"-shaped maple neck and 22 Super Jumbo frets that support highly technical playing. Delivering a sweet, punchy tone, the Richie Kotzen Stratocaster® is equipped with an array of custom DiMarzio® pickups and distinctive gold hardware alongside Gotoh® tuners with pearl buttons, offering a premium, sophisticated look. Perfect for both stage and studio, the guitar is stylishly enhanced with a flame maple top in exclusive Trans-Burst finishes that perfectly encapsulates Richie's iconic flair and influential musical voice.

"I love the shape of a Strat, because when you hold a guitar it feels like you're connected to it," said Richie Kotzen. "It feels like part of your body... the most important thing is to be true to yourself so that, when you play, it sounds like you."

Fender first worked with Kotzen in 1995 to release his debut signature Telecaster® and Stratocaster® models. With today's worldwide launch of the Richie Kotzen Stratocaster® showing no signs of slowing this decade spanning collaborative relationship down. The newly available model pays homage to the guitar prodigy's passion and skillful experimentation across genres which perfectly matches the Stratocaster® guitars versatility and ability to inspire musicians across the world.

"Previously available only in Japan, we are pleased to finally bring the Richie Kotzen Stratocaster® to players across the world. An iconic guitarist whose captivating playing style has inspired audiences globally, the growing demand for a worldwide release is a testament to his skill," said Justin Norvell, EVP of Product and Sales at Fender. "With its characteristic gold hardware, contoured body, and super jumbo frets offering exceptional versatility, Fender is proud to continue honouring Kotzen's impressive legacy."

In true tradition, the Fender Artist Signature Series honors iconic musicians through product progression and storytelling, creating instruments and gear inspired by the unique specifications of the world's greatest guitarists and bassists. [Watch Richie Kotzen demo his Signature Stratocaster®.](#)

High-resolution lifestyle and product images of the Richie Kotzen Stratocaster® can be found [HERE](#).

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

Richie Kotzen Stratocaster® (\$1,779.99 USD, £2,299 GBP, €2,749 EUR, \$3,149.00 AUD)

Virtuoso rock guitarist Richie Kotzen has long wowed audiences with his impeccable chops and passionate and captivating playing style. His prolific career spans from solo artist to stints in Poison and Mr. Big to teaming up with jazz legends Stanley Clarke and Lenny White forming the band Vertu to front man of The Winery Dogs to his recent collaboration with Iron Maiden guitarist Adrian Smith in the group Smith/Kotzen. Richie's incredibly unique musical voice has influenced countless guitar players around the globe. And now, the Richie Kotzen Stratocaster® - once available only in Japan - is available worldwide! Featuring a striking combination of upscale appointments and high-performance playability, the Richie Kotzen Stratocaster® pairs a beautiful flame maple top finished in exclusive Trans- Burst finishes with a comfortably contoured ash body and a fast-playing thick "C"-shaped neck. Gold hardware completes the upscale look and an array of custom DiMarzio® pickups provide a host of excellent sounds. This Stratocaster® perfectly harnesses the flare of Richie's virtuosic playing style and delivers sweet, punchy tone ready for the studio and stage.

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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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