



FENDER MUSIC KK ANNOUNCES JAPANESE GUITARIST CHAR'S ARTIST SIGNATURE MUSTANG®

**LEGENDARY JAPANESE GUITARIST, CHAR, INCORPORATES
STRATOCASTER® FUNCTIONALITY INTO HIS ARTIST SIGNATURE
MUSTANG®**

TOKYO, JAPAN. (August 29, 2019) — Fender Music KK Japan, part of Fender Musical Instruments Corporation (FMIC) one of the world's leading musical instrument manufacturers, marketers and distributors, announced today the all-new Char Mustang® Artist Signature guitar, co-developed with the legendary Japanese guitarist Char.

Char has made great influence in Japanese rock history and continues to be at the forefront of the scene. Char Mustang, based on the his Olympic White Mustang, is equipped with various unique features he has cultivated through his career. This model will be released from the Made in Japan product line, making it affordable to many Char fans seeking his iconic Mustang.

Fender announced the Mustang model in 1964, the year the Olympic Games were held in Japan for the first time and when Char began his career as a professional guitarist. After over 50 years, the Olympics are coming back to Japan in 2020. Inspired by this event, Char

re-visited the original concept for the Mustang model, using this as a project to create an affordable Artist Signature Mustang in a color featuring the hype and sensation of the Olympic Games.

Char dreamed of incorporating the functionality of the Stratocaster into the Mustang model. A synchronized tremolo bridge has been newly developed to match the thickness of the Mustang body, which is thinner than the body of the Stratocaster. This enables the convenience of the Strat arming while maintaining the performance and feel of the Mustang. In addition, the back panel of the body has been intentionally removed to offer the simple styling preferred by the artist himself. In addition, a 3-position toggle switch allows for a more intuitive pickup selection. The position of the control knobs has also been changed closer to the strings so that volume can be controlled like a Strat. The pickguard is newly designed for the signature model, featuring an original shape that cannot be found on existing models. Various detailed modifications adds to a clearer sound image in the lower register of the neck, especially in the 5th and 6th strings.

"It is high time a new generation of guitar heroes are born" Char said about the current Japanese music scene. "I hope with my new Mustang will contribute in creating great music for the next generation of Japanese music".

Char's full interview will be available on Friday, August 30th on Fender's official online media [#FenderNews](#).

Fans will be able to see Char perform on his signature Char Mustang® at the live event "Fender presents - Meet the Legend" held at Ebisu The Garden Hall on September 23 (Monday/Holiday). Fender NEXT artist "CHAI" and "Polka Dot Stingray" will also be performing. Char Mustang® will be exhibited at the venue. For event details, click [here](#). For images of the Artist Signature Char Mustang, click [here](#).

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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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