

FENDER® ANNOUNCES NORTH AMERICAN "GUITAR TUNE-UP" PROMOTIONS

CUSTOMERS RECEIVE A FREE SET OF FENDER STRINGS AND A COMPLIMENTARY TUNE-UP ON THEIR ACOUSTIC OR ELECTRIC GUITAR OR BASS

SCOTTSDALE, Ariz. (June 26, 2015) - Fender announces the Fender Guitar Tune-Up promotion, which takes place between July 2 - August 1 at participating Fender authorized dealers in America and Canada.

Customers who bring in their acoustic or electric guitar or bass will receive a free set of Fender strings and a tune-up to their local Fender dealer. The offer applies to steel-stringed 6- or 12-string electric or acoustic guitars and 4- or 5-string bases only.

For a list of participating Fender authorized dealers and related Fender Tune-Up dates, times and info, go to www.fender.com/tune-up.

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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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