



GUITAR STAR JOE BONAMASSA AND LEGENDARY FENDER ANNOUNCE "THE BLUDGEON" '51 NOCASTER® MASTER BUILT BY GREG FESSLER

DEBUTS BRAND NEW FENDER CUSTOM SHOP MODEL

WATCH THE GUITAR WORLD INTERVIEW WITH JOE [HERE](#)

RESERVE ONE OF THE CUSTOM GUITARS [HERE](#)

WATCH JOE'S GUITAR DEMO [HERE](#)

PURCHASE TICKETS FOR JOE'S TOUR [HERE](#)

ORDER "NOW SERVING: ROYAL TEA LIVE FROM THE RYMAN" [HERE](#)

Los Angeles, CA (June 23, 2021) - Joe Bonamassa and Fender Musical Instruments Corporation (FMIC) today announced the release of "The Bludgeon" '51 Nocaster, Master Built by Greg Fessler. "The Bludgeon" is a loving recreation of one of Joe's most favorite guitars in his collection which makes this release a very special event. These limited-edition guitars are custom built by one of the finest crafters in the world and will come in a very

limited run of only 100 made. Due to the time it takes to perfect each build, only 1-2 guitars are built per month, making this a very rare instrument to own.

In early May, the guitar made headlines ahead of its official announcement when Bonamassa shipped one to Guitar World for review. Model #JB006 was misplaced while in transit which led to Joe reaching out on social media for assistance in locating this one-of-a-kind instrument. After a week of searching and exhausting all possibilities, the guitar finally made its way back home. When Guitar World finally received the guitar, Joe stopped by their studio to talk about what makes this piece so special. Watch the whole enlightening conversation here: <https://youtu.be/ljS4gCN8Nso>

The Bludgeon comes equipped with a beautiful heavy relic[®] lacquer finish along with a one-of-a-kind 2-piece select ash body, finished with a 1-piece flat-sawn maple neck with Bludgeon Nocaster[®] "U" back shape. The guitar also sports a 3-saddle vintage-style JB Tele[®] bridge with brass barrel saddles, vintage-style tuning machines, and of course, a certificate of authenticity. Fans can reserve one of these beautiful and limited custom guitars now only at Joe's website here: <https://joeb.me/BludgeonReserve>.

"This guitar really screams with percussive bite." — Paul Riario, Guitar World

"It seems exaggerated, but that's the sound of a Telecaster I prize or value the most."

— Damian Fanelli, Guitar World

"It's the best sounding guitar of the night always!" — Joe Bonamassa

Bonomassa is undoubtedly one of today's top live performers and his enthusiastic shows are a favorite for music lovers worldwide. With such attention to detail in his musical craft, Joe has become a huge guitar collector and The Bludgeon comes close to perfect as the latest addition to a wide variety of brands, instruments, and audio equipment that he's given his stamp of approval. Hailed internationally as one of the greatest guitar players of his generation and cited by *Guitar World Magazine* as "the world's biggest blues guitarist," Bonamassa has almost single-handedly redefined the blues-rock genre and brought it into the mainstream. A self-made businessman, Joe has been able to make connections with a wide ranging array of brands across the globe, all who enlist his expertise for their custom designs. He's a credited musician who knows his own needs as an artist, and a public figure

that other musicians trust as a go-to source defining what brands and models to use. No doubt that Blues-Rock lovers from his undeniably massive international fan base will hear an unparalleled fresh new sound with "The Bludgeon." For more information visit www.JBONAMASSA.com

GUITAR SPECS:

Heavy Relic® Lacquer Finish; 2-Piece Select Ash Body; 1-Piece Flat-Sawn Maple Neck with Bludgeon Nocaster® "U" Back-Shape; 7.25" Radius; 21 Vintage (47095) Frets; Seymour Duncan® Custom Bludgeon '51 Nocaster® Single-Coil (Bridge) and Seymour Duncan Custom Bludgeon Humbucker (Neck) Pickups; 3-Way Switch; JB Tele Wiring with .05 uF Wax Paper Capacitor; 1-Ply Black Phenolic Pickguard; 3-Saddle Vintage-Style JB Tele® Bridge with Brass Barrel Saddles; Vintage-Style Tuning Machines; Bone Nut; Disc String Tree; Deluxe Hardshell Case; Strap; Certificate of Authenticity.

ABOUT JOE BONAMASSA:

As a professional musician for over 30 years, Joe Bonamassa continues to blaze a remarkably versatile artistic trail, and amass an authentic, innovative and soulful body of work. Bonamassa's career began onstage opening for B.B. King in 1989 when he was only 12 years old. Today, he is hailed worldwide as one of the greatest guitar players of his generation and is an ever-evolving singer-songwriter with over 40 albums to date all under his own label, J&R Adventures. Joe also has more #1 Billboard Blues Albums than any other artist (currently at 24).

In addition to his music and live shows, Joe continues to crank out weekly programming for his radio show "Different Shades Of Blue" for Sirius XM's Bluesville channel. Last year, he kicked off a new at-home weekly video interview series "Live From Nerdville" which currently has over 50 episodes aired on his Facebook, YouTube and podcast outlets. With a new episode each week, Joe has featured conversations with Neal Schon of Journey, John Oates of Hall & Oates, Glenn Hughes, Paul Stanley of Kiss, Warren Haynes, Keb' Mo', Walter Trout, Steve Lukather of Toto, Todd Rundgren, comedian Jeff Garlin, esteemed singer-songwriter Dion, Peter Frampton, and is currently booking new guests for his 3rd season. In June 2020, Bonamassa and his manager Roy Weisman debuted their new record label **Keeping The Blues Alive Records** by releasing music icon **Dion's** critically-acclaimed latest album *Blues With Friends*. In February 2021, KTBA Records released Chicago's

reigning Queen of Blues Guitar, Joanna Connor's new album *4801 South Indiana Avenue*, which debuted at #1 on the Billboard Blues chart. With live music finally resuming in summer 2021, Joe will be back on the road performing for his fans starting this August.

ABOUT FENDER CUSTOM SHOP:

Since 1987, the Fender Custom Shop and its esteemed builders have astounded players and collectors worldwide with marvels of creativity, ingenuity and artistry. From its humble Southern California beginnings, the Fender Custom Shop has grown to become the world's preeminent maker of highly collectible, custom instruments operating in Corona, Calif. Known as the "Dream Factory," the Fender Custom Shop is also home to an honored group known as the Master Builders – some of the most-skilled luthiers in the world – who craft Fender's legendary instruments and push the boundaries of possibility. The distinguished Master Builders make dream guitars a reality for players – from Eric Clapton, Jeff Beck, H.E.R. and Jimmy Page to collectors, working professionals and guitar enthusiasts. As the epicenter of innovation at Fender and the pinnacle of the brand, ideas and production techniques devised in the Fender Custom Shop for both Masterbuilt and Teambuilt guitars go on to inspire and influence Fender's other production line models.

ABOUT GREG FESSLER:

Greg Fessler came to the Fender Custom Shop in 1990, working his way up through the ranks as an apprentice. He assisted with the Robben Ford signature line of guitars, eventually becoming the sole builder of those instruments and, later, Ford's personal builder. Fessler has built one-off Stratocaster and Telecaster models for a host of players, including Joe Bonamassa, Jeff Healey, Hank Marvin, John Mayer, Rhonda Smith, Neil Schon and Pete Wentz, to name a few.

Fessler's remarkable abilities as a Master Builder have earned him accolades from many Fender artists and from discerning customers worldwide. His meticulous attention to detail is exemplified in every instrument he creates; each of which is a perfect example of the intense commitment it takes to earn the title of Master Builder.

CONNECT:

Website: jbonamassa.com

YouTube: [/JoeBonamassaTV](https://www.youtube.com/channel/UCJoeBonamassaTV)

Facebook: [@JoeBonamassa](https://www.facebook.com/_@JoeBonamassa)

Twitter: @JBONAMASSA

Instagram: @joebonamassa

###

PRESS CONTACTS:

Joe Bonamassa

Big Hassle Media

Jim Merlis: jim@bighassle.com

Cory Councill: cory@bighassle.com

Fender

Heather Youmans: hyoumans@fender.com

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

Fender Musical Instruments Corporation
press@fender.com

COPY LINK

<https://fender.pr.co/271655-guitar-star-joe-bonamassa-and-legendary-fender-announce-the-bludgeon-51-nocaster-master-built-by-greg-fessler/>