

FENDER® AMPS UP ACOUSTIC PLAYERS; RELEASES GAME CHANGING AMPLIFIERS

NEW SOUNDS AND DESIGNS OF THE ACOUSTIC PRO AND ACOUSTIC SFX® AMPLIFIERS BRING OUT SOMETHING UNIQUE IN EVERYONE

SCOTTSDALE, Ariz. (September, 21 2015) - Fender is excited to announce an addition to its acoustic amp line this month, the Acoustic Pro and the Acoustic SFX®. Both amps will bring out the singer-songwriter in players, while providing two completely different sounds and experiences.

Each amp is as practical as it is aesthetically pleasing. With smooth bent plywood construction, the Pro and the SFX are the perfect combination of high-grade materials and modern curvature, designed to enhance and give sophistication to the outward projection of guitar tone.

The Acoustic Pro is a true "audiophile amp," delivering superior live sound. This 200-watt amp has two universal channels designed for guitars or microphones, each with its own 1/4" - XLR combo jack and hall reverb. This performance-friendly amp also features an integrated handle and tilt-back kickstand, full-sounding 12" neodymium woofer, high performance tweeter with crossover network, feedback-reducing phase switches, balanced line output, effects loop and Aux In jack - perfect for accompaniment in a larger venue.

The Acoustic SFX offers state-of-the-art technology for a lush sonic experience unlike any other. With a lightweight design, portability and room-filling Stereo Field Expansion technology, the SFX is the ultimate solution for the acoustic player looking for a grab-and-go rig for small venues. The amp imparts dynamic life to the onboard hall reverb, echo, delay, chorus and Vibratone effects - moving them around the listening area for an amazingly multi-dimensional sound. If a player is also looking to add an accompaniment to

their performance, the integrated handle doubles as a convenient cradle for mobile playback devices, via the Aux In jack. Other features include feedback-reducing phase switches, line output, two universal channels designed for use with guitars or microphones, and a footswitch jack for the optional two-button effect bypass footswitch.

Both models also include a voltage that is switchable for universal 100 to 240 volt worldwide operation and a fitted cover.

Whether someone is looking to play in a coffee shop, club or arena, each amp offers unique capabilities for every type of acoustic player. Both amps will be available online and at select dealers this month.

###

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/271071-fender-amps-up-acoustic-players-releases-game-changing-amplifiers/>