



FENDER MUSIC CORPORATION JAPAN SELLS DIRECT TO DEALER, MANAGING ALL FMIC BRANDS IN REGION

HOLLYWOOD, Calif. (April 1, 2021) —Fender Musical Instruments Corporation (FMIC) today announced Fender Music Corporation Japan (FMCJ) established in 2014 to manage all direct-to-dealer operations for the Fender®, Squier® and EVH brands in Japan, will now also manage all aspects of FMIC's other specialty brands – including Jackson®, Gretsch®, Charvel® and Bigsby® – reporting to Edward "Bud" Cole, Fender President, Asia-Pacific.

"We are grateful for the guidance Kanda Shokai Corporation's executive management team has provided through the years, as unparalleled stewards of FMIC's brands, said Edward "Bud" Cole, Fender President of Asia. "The Fender Music Corporation Japan team is committed to building on their legacy and driving even more excitement and growth for dealers and consumers in years to come."

For the last 18 years, Kanda Shokai Corporation, FMIC's distributor, led by President Masatoshi Kojima worked closely with Fender Musical Instruments Corporation – specifically on the specialty brand portfolio and its predecessors—to create a world-class distribution business in Japan.

“As worldwide demand for guitar continues to rise, we are pleased to announce FMIC is taking this important step in the Asia-Pacific region to further accelerate growth,” said Andy Mooney, Fender CEO.

Fully integrating FMIC’s specialty brands into FMCI operations will create even closer alignment with FMIC’s global strategies, particularly in marketing, artist relations and sales support. We anticipate the transition for dealers and consumers in Japan to be seamless being seamless with no change or disruption in daily business operations. As part of the new structure, effective today, FMCI will assume responsibility for all warranty and customer service inquiries.

FMIC currently has a presence in over 20 countries with manufacturing facilities in the United States and Mexico and an international presence in Australia, the United Kingdom, Germany, Austria, France, Italy, Spain, Sweden, Denmark, Finland, Norway, Poland, Slovakia, Lithuania, the Netherlands, Japan, China, Canada, and Mexico.

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

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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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<https://fender.pr.co/271236-fender-music-corporation-japan-sells-direct-to-dealer-managing-all-fmic-brands-in-region/>