

FENDER® ANNOUNCES AMERICAN STANDARD TEST DRIVE PROMOTION

PARTICIPANTS RECEIVE A FREE FENDER T-SHIRT AND CHANCE TO WIN A VIP TRIP FOR TWO TO LOLLAPALOOZA 2015

SCOTTSDALE, Ariz. (June 8, 2015) – Fender announces the Fender American Standard Test Drive promotion, which takes place between June 8 – July 5 at participating Fender authorized dealers in America and Canada.

Consumers who test-drive a new Fender American Standard series guitar or bass can sign-up online to receive a free limited edition Fender t-shirt, plus a chance to win a VIP trip for two to Lollapalooza 2015.

The Fender American Standard series instruments have emerged as the go-to instruments of choice for emerging artists around the world. Inspired by the one-of-a-kind designs and creations of the Fender Master Builders at the Fender Custom Shop, and incorporating elements, finishes and features of the American Deluxe series. The American Standard series is for modern artists and aspiring players looking for the best of what Fender has to offer.

For more information, go to www.fender.com/test-drive.

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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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