

FENDER® EXPANDS AUDIO OFFERING WITH FIRST BLUETOOTH-STREAMING SPEAKERS

NEWPORT AND MONTEREY SPEAKERS OFFER PORTABILITY, SIGNATURE FENDER DESIGN AND TRUSTED, QUALITY SOUND FOR NEXT-LEVEL LISTENING EXPERIENCE

HOLLYWOOD, CALIF. (July 18, 2017) – Music-lovers can now take Fender’s classic style and quality listening experience almost anywhere they go with Fender Musical Instruments Corporation’s (FMIC) first line of modern Bluetooth-streaming speakers. Beginning July 2017, two new models will be added to the brand’s ever-expanding consumer audio offerings – including the stylish, compact Newport model and premium Monterey model for die-hard audiophiles. Both names were inspired by two of Southern California’s iconic music festivals – the Newport and Monterey Pop Festivals. Created with the Fender afficiando in mind, the Bluetooth speakers exude the classic Fender amplifier design and signature sound – all in a compact Bluetooth device to fit any lifestyle.

The Newport Bluetooth speaker model derives its authentic design inspiration from Fender’s classic ‘silverface’ amplifiers, featuring a guitar amp-style metal grille and knobs to adjust volume, bass and treble, as well as a blue LED amp jewel light. The portable Bluetooth streaming speaker has a powerful battery life of 12 hours and more than 33 feet of wireless freedom using a Lithium-ion battery for extended playback time while hanging at the beach, on vacation, in the office, on the court playing sports and more. The Newport Bluetooth speaker is not without the quality Fender audio lovers have come to expect with premium audio features, such as two full-range drivers matched to a tweeter, 30 watts of powerfully clear Fender audio, and support for aptX and AAC high-quality digital audio signals. The Newport speaker makes it seamless to conduct calls with full telephony and echo cancellation, along with a built-in USB port to charge smartphone and tablet devices and the ability to control your music playlist of choice.

“At Fender, we take pride in delivering a first-class, quality sound we’ve provided musicians for decades,” said Jim Ninesling, Senior Vice President, Consumer Electronics. “Our first-ever Bluetooth speakers build on our expanding variety of audio products designed to take the listening experience to the next level for music lovers – something we started with our Pro In-Ear Monitors in 2016. Music lovers and Fender fans can now bring quality Fender sound and classic style with them wherever they go – from the beach and sports practices to the office.”

Audiophiles can indulge in the Monterey model, a high-power, high-fidelity stereo Bluetooth streaming speaker, powered by an AC power source, supporting aptX and ACC high quality digital audio signals. Featuring the trusted Fender sound quality music lovers have come to expect, the Monterey provides an elevated listening experience with an EQ preset switch to shape the sound for the room, as well as two 5.12” woofers and two 1” tweeters, boasting 120 watts of powerful, crisp Fender audio. True to Fender’s classic guitar amplifier designs, the Monterey features Fender’s ’68 custom grille cloth, blue LED amp jewel light, and guitar amp-style knobs to adjust volume, bass and treble. In addition, the 1/8” and RCA dual analog inputs connect with your favorite music sources, along with offering more than 33 feet of Bluetooth audio connectivity.

Fender’s first Bluetooth speaker line – including the Newport (valued at \$199.99) and Monterey speaker (valued at \$349.99) – is available now at local dealers and on Fender.com. For technical specs, additional information on new Fender products and to find a retail partner near you, visit www.fender.com. Join the conversation on social media by following @Fender.

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Fender Media Contact:

Christina Stejskal

Head of Communications

Fender Musical Instruments Corp.

CStejskal@Fender.com

Press@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

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