



Fender® launches Joe Strummer Campfire Acoustic and limited edition Joe Strummer Esquire® guitars to celebrate the legacy of one of the most influential players of all time

SIGNATURE GUITARS LAUNCH MORE THAN 40 YEARS AFTER RELEASE OF THE CLASH'S ICONIC ALBUM LONDON CALLING, AND COINCIDE WITH THE ALL-NEW REMASTERED ALBUM ASSEMBLY OUT NOW

HOLLYWOOD, CALIF. (MARCH 30, 2021)—Fender Musical Instruments Corporation (FMIC) today introduced the acoustic Joe Strummer Campfire and Joe Strummer Esquire® guitars, in celebration of the legendary British singer, guitarist, lyricist and co-founder of The Clash who continues to influence the way musicians worldwide shape their sound today. The signature models come more than 40 years after the release of The Clash's landmark *London Calling* album and hot on the heels of the all-new, remastered collection of

Strummer's solo songs, ASSEMBLY. Created in part as a tribute to the diversity of Joe Strummer's music, the new launches include a Campfire acoustic-electric guitar and a very limited edition run of Master Built Esquire® guitars from the Fender® Custom Shop. In addition, fans can get their hands on a brand new range of Strummer-inspired playing accessories, including a replica of his favorite guitar strap.

"Joe's Fender guitars were a huge part of his life and, of course, his music," said Lucinda Tait, widow of Joe. "Now feels the right time to collaborate with Fender on these commemorative guitars, as we take a moment to reflect on everything Joe and his music achieved. Joe would be immensely proud of them, and excited to hear what they can do in the hands of music lovers around the world."

"Joe Strummer changed music forever, including for myself personally in my own musical journey" added Justin Norvell, Executive Vice President, Product at Fender. "He is inexorably linked to Fender, so we wanted to honor that with not only one, but two brand new and unique Artist Signature Series guitars. The Joe Strummer Campfire acoustic is the perfect offering for songwriters, Strummer fans and acoustic players at all levels looking for a versatile instrument with unique specs, while the Joe Strummer Esquire® serves as the ultimate tribute to a player and a guitar which shaped the sounds of thousands following in his footsteps."

Punk poet, musician, composer, actor and style icon, Joe Strummer spent his life smashing musical and cultural boundaries both as the front man of The Clash and as a solo artist. Songs like 'Know Your Rights', 'London Calling', 'Rock the Casbah', 'Straight to Hell' and 'Coma Girl' engulfed the global masses and sound as urgent and vital today as when they were written. Strummer's politically charged lyrics helped bring punk to the masses. Calling out social injustices and giving a voice to the struggles of the working class, his lyrics struck a chord with legions of fans and the press alike – Rolling Stone called The Clash "the greatest rock & roll band in the world." Strummer once famously said, "People can change anything they want to, and that means everything in the world." And through his art, Strummer played his part in shaping the musical landscape of the world and with it left an unrivaled and timeless legacy.

The Joe Strummer Campfire acoustic guitar is a tribute to the legendary music-filled campfires that Strummer held at Glastonbury Festival in England over the years – and which are now continued annually in his honor in the Strummerville area at the festival. This small-body acoustic-electric guitar is the perfect companion for gatherings of any size, and another way that Strummer will continue to bring people together through a shared love of his music. Boasting a solid spruce top with mahogany back and sides, the guitar has a tilt back Fender® headstock and a custom sound hole label with a Campfire logo and star inlays. Suitable for beginners or established players looking for a unique spec from their acoustic guitar, the [Joe Strummer Campfire is available now.](#)

In addition, Fender® brings Strummer fans all around the globe the Joe Strummer Esquire® - the ultimate tribute to a music legend. Meticulously created by Custom Shop Master Builder Jason Smith, the guitar is a faithful reincarnation of Strummer's guitar of choice during the *London Calling* and *Combat Rock* eras – his tried and trusted Fender® Esquire®. A perfect match for his stripped-down, no-nonsense delivery, the Esquire® was the perfect tool for Strummer to hammer away on show after show. The Fender® Custom Shop and Master Builder Jason Smith have now reproduced this important piece of musical history, complete with a 'The Clash-era' look and feel - including its iconic black racing stripe, "Bourbon Street" sticker and custom relic finish. Key features include a 2-piece offset seam alder body and a Josephina hand-wound '55/'56 bridge pickup wired up to a 3-way switch and '59 Esquire® wiring. The guitar comes with a certificate of authenticity and a custom pink anvil case with a "Strummer" stencil and leopard print lining. Master Builder Jason Smith will build a limited run of just 70 units of the guitar, globally.

"Working on this build has been a true honor," said Jason Smith, Master Builder at the Fender® Custom Shop. "Strummer's Esquire is one of the most recognizable and revered guitars in the world. This model is much more than a collector's item – it is packed full of incredible features, from its Schaller mini-tuning machines and '59 Tele bridge, which can be strung through the body or top loaded through the bridge plate - this bridge which was available exclusively in 1959. I can't wait to see what these guitars can do out there in the world today."

Strummer fans can now also get their hands on a range of all-new accessories from Fender® to celebrate Strummer's unparalleled style and substance. The range includes a

guitar strap which is a recreation of Strummer's own favorite, featuring faux leopard print animal fur on high-quality leather with foam padding. See full information below.

FENDER® JOE STRUMMER SIGNATURE CABLE (\$34.99 USD / £25.99 GBP / €29.99 EUR / \$55.00 AUD / ¥4,400 JPY) – Celebrate Joe Strummer's unparalleled style and substance with his signature "Know Your Rights" cable. This eclectic instrument cable is designed to be unique -- with a lucky 13' length, Drab Green PVC jacket, and his very own signature on the cable's shrink wrap. A high-performance cable is a perfect choice for the aspiring punk rocker, street poet, or roving troubadour.

FENDER® JOE STRUMMER SIGNATURE VINTAGE STRAP (\$74.99 USD / £59.99 GBP / €69.99 EUR / \$110 AUD / ¥8,800 JPY) – A faithful replica of Strummer's famously used saddle strap. Recreated to model Joe's favorite personal strap found on his legendary Telecaster®, this strap features faux leopard print animal fur on high-quality leather with foam padding.

FENDER® JOE STRUMMER SIGNATURE "KNOW YOUR RIGHTS" STRAP – (\$29.99 USD / £26.99 GBP / €29.99 EUR / \$55.00 AUD / ¥4,000 JPY) - The "Know Your Rights" polyester strap pays homage to one of Joe's most poignant and powerful lyrics. Mirroring the artwork from his new album *ASSEMBLY*, this fully adjustable strap features iconic images of the legend himself that will inspire you to pick up your guitar and play.

FENDER® JOE STRUMMER SIGNATURE "KNOW YOUR RIGHTS" PICK TIN (\$11.99 USD / £10.99 GBP / €11.99 EUR / \$19.00 AUD / ¥1,600 JPY) - A "Know Your Rights" collector's pick tin in honor of the legendary music of Strummer.

In true tradition, the Fender® Artist Signature Series honors iconic musicians through product progression and storytelling, creating instruments inspired by the unique specifications of the world's greatest guitarists and bassists. Fender® discusses the all-new [Joe Strummer Campfire](#) and Joe Strummer Esquire® specs and all details in an episode of Fender's serialized social video series: [Fender® Demos](#). Fender® Demos is an educational video series focused on providing a deep dive into Fender's newest products. The series focuses on showcasing not only the key features and benefits, but also the sonic quality of Fender's instruments, amplifiers and pedals. In addition to product demos, the series also provides valuable beginner, intermediate and advanced tone tips, set-up and maintenance guides and insights to getting the most out of your Fender® gear.

Made available via Dark Horse Records, *ASSEMBLY* showcases carefully curated remastered singles, fan favorites, archival rarities from the Joe Strummer solo catalog, including “Coma Girl”, “Johnny Appleseed,” and “Yalla Yalla” (with The Mescaleros) to his iconic rendition of Bob Marley’s “Redemption Song” and soundtrack contributions like “Love Kills” (from the 1986 film, *Sid and Nancy*). The 16-track compilation features three previously unreleased versions of classic Clash tracks, including the never-before-heard home recording of “Junco Partner” and electrifying live performances of “Rudie Can’t Fail” and “I Fought the Law”. The album is available to purchase now on joestrummer.com.

Learn more about the Joe Strummer Campfire and Joe Strummer Esquire® and access a product descriptions [HERE](#); product photos and images of Joe Strummer can be found [HERE](#).

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.

#

JOE STRUMMER CAMPFIRE (\$499.99 USD, £449, €499, \$899 AUD, ¥45,000 JPY) More than 40 years after the Clash’s iconic album *London Calling* was released, Joe Strummer - the band’s articulate and fiery co-founder, lyricist, rhythm guitarist and lead singer - remains an incredible influence to players all over the world. The Joe Strummer Campfire guitar is inspired by the legendary campfires that he held at Glastonbury Festival and are now continued annually in the Strummerville area at the festival. Everyone was invited to join the party, with Strummer encouraging a loose assembly of people to his “campfire” to bond by the rising flames until dawn. This small-body acoustic-electric guitar is the perfect companion for gatherings of any size and to continue Strummer’s legacy of bringing people together through music. Boasting a solid spruce top with mahogany back and sides, the Campfire reflects Strummer’s legendary aesthetic with its matte black finish, nickel hardware and star inlays. Available now.

JOE STRUMMER ESQUIRE® (\$15,000 USD, £14,149, €15,799, \$22,999 AUD, ¥1,880,000 JPY) The Legendary Joe Strummer played guitar with an intensity that cut like a knife, with

raw energy and passion in every swipe at the strings. His style was direct, honest, and empowering to the listener and would create legions of die-hard fans around the world. Best known for his work with The Clash, Strummer and his bandmates were a major part of the creation of punk rock and has inspired countless other bands to this day. His guitar of choice for the *London Calling* and *Combat Rock* era was his tried and true Fender® Esquire. A perfect match for his stripped down, no nonsense delivery, the Esquire was the perfect tool for Strummer to hammer away on show after show. Now, the Fender® Custom Shop has recreated this piece of musical history for a very special run by Master Builder Jason Smith. Smith has reincarnated the exacting detail complete with black racing stripe, custom “Bourbon Street” sticker and custom Relic finish. The Joe Strummer Esquire will be Master Built by Jason Smith in a limited run of 70 units globally, available to order now.

ABOUT JOE STRUMMER:

Punk poet, musician, composer, actor and style icon, Joe Strummer spent his life smashing musical and cultural boundaries both as the frontman of The Clash and as a solo artist. Songs like ‘Know Your Rights’, ‘London Calling’, ‘Rock the Casbah’, ‘Straight to Hell’ and ‘Coma Girl’ engulfed the global masses and sound as urgent and vital today as when they were written. Strummer’s politically charged lyrics helped bring punk to the masses. Calling out social injustices and giving a voice to the struggles of the working class, his lyrics struck a chord with legions of fans and the press alike – Rolling Stone called The Clash “the greatest rock & roll band in the world.” Strummer once famously said, “People can change anything they want to, and that means everything in the world.” And through his art, Strummer played his part in shaping the musical landscape of the world and with it left an unrivaled and timeless legacy.

ABOUT FENDER MUSICAL INSTRUMENTS CORPORATION:

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® and Bigsby®–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 2021, Fender celebrates 75 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.

GLOBAL FENDER MEDIA CONTACT:

Christina Stejskal

Vice President, Global Communications

Fender Musical Instruments Corp.

CStejskal@Fender.com

Press@Fender.com

Fender® and Esquire® are trademarks of Fender Musical Instruments Corporation and/or its affiliates, registered in the U.S. and other countries. All other product and company names may be trademarks of their respective owners holders. Use of them does not imply any affiliation with or endorsement by or of them.

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://qa.fendergarage.com/newsroom/272114-fender-launches-joe-strummer-campfire-acoustic-and-limited-edition-joe-strummer-esquire-guitars-to-celebrate-the-legacy-of-one-of-the-/>