



FENDER® DEBUTS NEW, THROWBACK ACCESSORIES LINES, LIFESTYLE COLLECTION LAUNCHING SUMMER 2019

FENDER HONORS THE WOODSTOCK® 50TH ANNIVERSARY WITH AN ALL-NEW FENDER FESTIVAL COLLECTION

HOLLYWOOD, Calif. (July 19, 2019)—Fender Musical Instruments Corporation (FMIC) today announced additions to its growing accessories and lifestyle products offerings at Summer NAMM in Nashville, Tenn.; new products include a Fender Festival Collection featuring Woodstock®-inspired accessories, as well as string, pick and strap options suited for every guitarist at any stage of their musical journey. New offerings such as the hemp cables and vintage-style Classic Core strings, will help players stand out on stage with an old-school look and feel. Other additions include roasted necks and pre-wired pickguards allowing players the opportunity to easily transform the appearance and tone of their existing guitar or bass.

Also making a Summer NAMM 2019 debut are all-new Fender graphic tees, embroidered baseball hats, printed hoodies, jackets and a Fender “ugly” Christmas knit sweater. New artwork on tees featuring unique Fender designs and prints are sure to make a splash this

summer. "From the new camouflage line, to the classic guitar blueprint t-shirts, there's some fun apparel for all kinds of Fender fans this year. New artwork features the latest Fender offsets to showcase the vast array of unique guitars designed here," said Dan Heitkemper, VP of Licensing and Product—Lifestyle.

"Summer is here, and we're excited to introduce a whole new wave of accessories, including our throwback Festival Collection of cables and straps just in time for the 50th anniversary of Woodstock," said Richard Bussey, Director of Product Development – Accessories and Consumer Electronics. "We're also celebrating several Fender firsts, including creating the industry's first hemp instrument cables. Also, for the first time ever, we're introducing acoustic soundhole pickups, pre-wired pickguards and replacement roasted necks. Our Classic Core strings are our take on vintage Fender strings, by using today's technology, we are able to recreate yesterday's tone."

New 2019 accessories and lifestyle additions, include:

FENDER FESTIVAL COLLECTION:

WOODSTOCK® STRAPS, SUMMER 2019 (\$24.99) Celebrate the 50th Anniversary of the legendary Woodstock Music Festival with these limited-edition instrument straps. Featuring official logos and celebratory artwork, they have a unique vintage feel.

FENDER 2.5" SUEDE FRINGE FESTIVAL STRAP, SUMMER 2019 (\$99.99) Rock in style with this 2.5" brown suede strap, boasting a retro-style fringe that will steal the spotlight. This original Fender design features all-suede construction to reduce backing slippage.

2" FENDER FESTIVAL STRAPS, SUMMER 2019 (\$29.99) These Fender 2" vintage-inspired woven straps feature a decorative mosaic design. The color schemes replicate straps used by famous Fender artists. These straps are available in red, tan and blue.

WOODSTOCK® PICK TIN, SUMMER 2019 (\$9.99) Celebrate the 50th Anniversary of the legendary Woodstock Music Festival with this limited-edition pick tin. Featuring official celebratory artwork, the tin contains six collectible tie-dyed picks.

FENDER FESTIVAL INSTRUMENT CABLES, SUMMER 2019 (\$29.99 – \$49.99) Colorful and fun, Fender Festival Instrument Cables are crafted from eco-friendly materials for an

authentic, custom-made feel. These cables feature superior sound and custom-molded ends, along with exclusive, limited-edition style. The spiral shield is constructed from oxygen-free copper for crystal-clear audio.

ADDITIONAL ACCESSORIES:

COMPETITION STRIPE STRAPS, SUMMER 2019 (\$19.99) Diligently crafted and eminently durable, Fender's assortment of 2" nylon guitar straps contribute a dose of personality to any stage setup. These straps are available in Ruby, Silver and Gold.

FENDER WEIGHLESS™ STRAPS, SUMMER 2019 (\$24.99) Now in classic Tweed colors, the Fender WeighLess™ elastic guitar strap takes the weight off players' shoulders, so they can focus on what's important - expressing their creativity. Sporting inimitable Fender style, this unique strap was designed by players, for players, with exceptional comfort in mind.

CLASSIC SERIES CASE STAND, SUMMER 2019 (\$199.99 - \$299.99) Available in Tweed and Black, Fender Classic Series Case Stands are a great way to display and protect multiple instruments. This case stand looks like a traditional case, but easily turns into a stage-worthy guitar stand. Crafted with road-reliable materials, this 3-ply hard-shell wooden case boasts a vinyl-wrapped steel carry handle and steel latches. The soft, crushed- acrylic plush interior lining ensures your guitars remain scratch and damage-free.

CYPRESS SINGLE-COIL ACOUSTIC PICKUP, SUMMER 2019 (\$49.99) Designed by pickup guru Tim Shaw and engineered specifically for use with bronze guitar strings, the Cypress single-coil acoustic pickup brings new life to acoustic performances. This proprietary ceramic-magnet design features a Fender innovation: the Field Diffuser, which tempers the magnetic field around the treble strings for sweet high end and balanced output across the strings. Includes a 15' cable with ¼" plug.

MESQUITE HUMBUCKING ACOUSTIC PICKUP, SUMMER 2019 (\$99.99) Players can add some heat to their acoustic performance with the Mesquite humbucking sound hole pickup. Designed by Tim Shaw, it's engineered specifically for use with bronze guitar strings. The stack-coil design is compact and features individually adjustable pole pieces so players can personalize the output of each string. Ceramic magnets offer nuanced tonality and transparency that lets the guitar's voice shine.

PRE-WIRED PICKGUARDS, SUMMER 2019 (\$149.99 – \$349.99) Players can customize their tone with the Pre-Wired Stratocaster® pickguards. Made with premium components in the same factory as Fender’s iconic guitars, this drop-in pickguard is easy to install. Simply remove the old guard, solder the output jack and ground wires, screw in the new guard and you’re ready to rock with pure Fender sound.

ROASTED REPLACEMENT NECKS, SUMMER 2019 (\$299.99 – \$399.99) There’s no denying the allure of a roasted neck. Resistant to humidity shifts and featuring a gorgeous, dark finish, they have more sustain and add a unique note to the instrument’s voice. These genuine Fender necks are crafted at our Ensenada, Mexico manufacturing facility.

FENDER ORIGINAL TUNERS, SUMMER 2019 (\$26.99) Engineered for players who need a compact, reliable and accurate tuning system, the Fender Original Tuner delivers on all of these criteria—plus a shot of signature style. The powerful vibration-based tuning engine ensures dependable precision, while the bright LCD screen with 360° angle-adjustable swivel is easy-to-read in any performance environment. These tuners are available in Surf Green, Fiesta Red and Daphne Blue.

CLASSIC CORE STRINGS, SUMMER 2019 (\$14.99 – 17.99) Fender Classic Core electric strings go straight to the heart of classic tone for modern guitar. Designed with “vintage-spec” round core wire rather than the modern hexagonal type, Classic Core strings sound and feel perfectly seasoned as soon as they are put on the guitar. They deliver more expansive lows, softer highs and extra flexibility for expressive bends.

DURA-TONE PICKS, SUMMER 2019 (\$5.99) Players can add color to their sound with these durable Delrin picks, available in classic Fender colors, with a matte finish for improved grip. Long-lasting and durable, Delrin has a stiffer feel than celluloid, which gives a strong, well-defined attack to every stroke. Connecting to our past, these picks are stylized in the gauges and classic Fender naming conventions.

FENDER 2019 LIFESTYLE PRODUCTS:

- **CUSTOM SHOP GLOBE T-SHIRT (\$21.99)**
- **SPAGHETTI LOGO GLOBE T-SHIRT (\$21.99)**
- **CUSTOM SHOP EAGLE T-SHIRT (19.99)**
- **CUSTOM SHOP EAGLE WORK SHIRT (\$49.99)**
- **METEORA T-SHIRT (\$19.99)**
- **METEORA RAGLAN T-SHIRT (\$24.99)**

- **PLAY IT LOUD T-SHIRT (\$19.99)**
- **PLAY IT LOUD HOODI (\$59.99)**
- **PRACTICE T-SHIRT (\$19.99)**
- **AMP BUILDING T-SHIRT (\$19.99)**
- **STRAT BLUEPRINT T-SHIRT (\$19.99)**
- **TELE HEADSTOCK BLUEPRINT T-SHIRT (\$19.99)**
- **TELE BELT PRINT T-SHIRT (\$29.99)**
- **BASSBREAKER LOGO T-SHIRT (\$19.99)**
- **CAMO LOGO LONG SLEEVE (\$29.99)**
- **CAMO COACH'S JACKET (\$60.00)**
- **PEACE SIGN WOMEN'S T-SHIRT (\$19.99)**
- **PEACE SIGN MEN'S T-SHIRT (\$19.99)**
- **PEACE SIGN ¾ RAGLAN (\$25.00)**
- **CAMO LOGO TRUCKER HAT (\$29.99)**
- **RAGLAN BONES TRUCKER HAT (\$25.00)**
- **UNITED SLOUCH HAT (\$25.00)**
- **EMBROIDERED LOGO 3D SNAPBACK HAT (\$24.99)**
- **EMBROIDERED LOGO DAD HAT, GREY (\$21.99)**
- **EMBROIDERED LOGO SOFT MESH SNAPBACK (\$24.99)**
- **FENDER "UGLY" CHRISTMAS KNIT SWEATER (\$69.99)**

Fender's new accessories and lifestyle items will be available at local dealers and on www.Fender.com Summer 2019. To learn more about Fender's accessories and for complete product descriptions of each, click [here](#). For product images, click [here](#). For lifestyle product images, click [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.

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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/271616-fender-debuts-new-throwback-accessories-lines-lifestyle-collection-launching-summer-2019/>