



Mission Engineering and Fender Musical Instruments Corp announce return of Sunn amplifiers

**AMPLIFIERS AND ACCESSORIES EXPECTED TO HIT SHELVES IN LATE
2023**

PETALUMA, CALIF. (AUGUST 1, 2023) - Today, [Mission Engineering](#), in collaboration with [Fender Musical Instruments Corp. \(FMIC\)](#), announce the return of the iconic Sunn® amplifier brand as an officially licensed product. The Sunn brand was at the forefront of amplifier innovation throughout the 1960s and 1970s, used by legendary players including Pete Townsend, Jimi Hendrix, the Beach Boys, the Melvins, and many more. Today, under an exclusive licensing agreement with FMIC, Sunn Musical Equipment Corporation will spearhead the brand's return, applying Sunn's unique approach to amplifiers and other products with a dedicated US-based factory to deliver on this ambition.

“Resurrecting the Sunn brand has long been a dream of our team, and we are thrilled to be the trusted partner Fender has selected to bring this vision to life,” said James Lebihan, CEO of Sunn Amplification. “We are honored to have a robust group of Sunn enthusiasts, including some of the original employees, join us on this journey to restore Sunn for musicians worldwide. If you know the Sunn brand, and the historical significance it has in the music industry, you understand why the world needs it back.”

“We’re proud to partner with Mission Engineering to uphold the legacy of the Sunn Amplifier brand and look forward to introducing modern players to the raw power that these classic amplifiers are capable of,” said Richard Bussey, VP of Accessories, Lifestyle and Licensing FMIC. “We can’t wait to show what the Mission Engineering and Sunn Amplification team has in store.”

Historically, Sunn was at the forefront of amplifier innovation in the 1960s and 70s before its eventual closure. They remained under the Fender umbrella of brands for many years, awaiting the right team and resources to usher in Sunn’s next chapter. In 2022, a group of passionate industry veterans approached Fender with an inspired vision to resurrect the Sunn brand, repositioning it at its rightful place in the music industry. Following in-depth discussions, it was mutually decided that Sunn Amplification Corporation would spearhead the rejuvenation of the Sunn brand, applying Sunn’s unique approach to amplifiers and tone with a dedicated US-based factory to deliver on this ambition.

Ranging from \$499 to \$3,299 the revived Sunn product line will feature historic reproductions of the classic Sunn designs, utilizing original tooling, and introduce new products that incorporate modern technology to meet the needs of today’s musicians. Products will be available for purchase globally late 2023. For additional information, updates and to find a retailer near you visit www.sunnamps.com

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ABOUT MISSION ENGINEERING:

Mission Engineering began in 2009 in a garage in Petaluma, California producing the Mission SP-1, the first switching expression pedal designed to work with the new generation of digital amps and effects. Since then they have expanded to multiple locations, introduced

the first programmable multi-expression controller, the first stereo full range active speaker for modeling devices, and numerous other innovative devices for musicians. In 2015, Mission acquired the Stagecraft company. The factory in St. Louis builds speaker and amp cabinets for Mission and many other boutique amp designers. Mission has the world's largest range of professional quality expression pedals designed to work with the latest generation of digital amps, effects, and controllers. Mission expression pedals are used by the top name artists, studios and venues worldwide. Mission volume pedals are designed to provide reliable performance with a wide variety of instruments and signal chains. From the hand wired VM-1 to the sophisticated buffered VM-PRO, Mission volume pedals won't suck your tone. Combining state of the art features such as bit perfect USB audio, Bluetooth wireless, and coaxial full range drivers with traditional hand crafted cabinets, Mission Gemini is space-age amplification. With a choice of mono and stereo, active and passive, and a range of different cabinet types, Gemini provides the perfect speaker solution for monitoring, recording, and performance with modeling amps and software based guitar systems.

ABOUT SUNN AMPLIFICATION CORPORATION:

Sunn Musical Equipment Corp is a newly established entity dedicated to reviving the iconic Sunn brand. The team of experienced industry veterans brings a unique passion, vision, and technical acumen to the task of breathing new life into the beloved amplifier brand.

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®, 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 2021,

Fender celebrated 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.

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ABOUT FENDER

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CONTACT DETAILS

GLOBAL MEDIA INQUIRIES

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<https://qa.fendergarage.com/newsroom/272121-mission-engineering-and-fender-musical-instruments-corp-announce-return-of-sunn-amplifiers/>