

FENDER MUSICAL INSTRUMENTS CORPORATION ANNOUNCES EXPANSION PLANS IN CHINA

SCOTTSDALE, Ariz. (Oct. 9, 2012) — Fender Musical Instruments Corporation (FMIC) has initiated bold initiatives to expand in the Peoples Republic of China (PRC), including a new office in Beijing, which will accommodate a team of Fender employees dedicated to supporting the branding and marketing needs of strategic partners, distributors, dealers and education channels within the PRC.

This China-based Fender team will be the first of its kind for FMIC, and will be fully dedicated to growth within the emerging PRC musical instruments market. Some of these efforts will include the communication of the Fender brand and lifestyle within the PRC, as well as providing product information and support to local artists, distributors and authorized dealers, and consumer-based marketing and advertising efforts.

FMIC also announces the establishment of a newly formed third-party distribution company authorized and dedicated to selling only FMIC products. Named “FAST Distribution” and based in a new office and showroom space in Guangzhou, this new distribution team will be focused on FMIC brands. Team members will include trained sales representatives dedicated to visiting and assisting retailers who want to grow the affinity and subsequent sales of the FMIC portfolio of brands. All PRC dealer support staff will work in the FAST offices. A showroom featuring many of the FMIC brands and products will be available for dealer training, group meetings and FMIC events.

FAST staff will be dedicated and focused on sales efforts, and will be working closely with both the FMIC U.S.-based teams, as well as coordinating with the new Fender office in Beijing to create a complete sales and marketing effort designed to promote growth for FMIC and its business partners within the PRC.

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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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