

FENDER® EXPANDS PRO IN-EAR MONITOR CATEGORY, ADDS GEN 4 NOISELESS™ PICKUPS, 'CLASSIC COLOR' STRAPS TO ACCESSORIES OFFERINGS

SCOTTSDALE, Ariz. (January 8, 2019) — Fender® Musical Instruments Corp (FMIC) today announced the acquisition of the Bigsby® brand and its assets from Fred Gretsch Enterprises.

The Gretsch family and FMIC have a longstanding relationship and have partnered to ensure that the transition of the business is a smooth one.

“We are excited to acquire Bigsby® and add to our esteemed portfolio of specialty brands.” said Jeff Cary, Senior Vice President of FMIC Specialty Brands. “There is such a rich history with the vibratos, and a mystique around the guitars, pedals and steel instruments that is fascinating. Fred and Dinah Gretsch have been wonderful owners and we look forward to working with them to ensure a smooth transition.”

“Paul Bigsby, Ted McCarty, Dinah and Fred Gretsch and Fender Musical Instruments Corp. all have one thing in common, an unquestioning dedication to product excellence over the long haul,” said Fred Gretsch. “We congratulate team Fender on this strategic acquisition.”

Bigsby® vibrato tailpieces have a long history that dates back to the earliest days of the modern electric guitar. Wildly popular with guitarists as an aftermarket product, the vibratos are featured on a wide range of instruments as original equipment offered by dozens of guitar manufacturers around the world.

Bigsby® will continue to run as a standalone business under FMIC’s Specialty Brands. Orders, inquiries or questions should be directed to Jeff Krause (JKrause@fender.com), who will be leading the business out of the FMIC Scottsdale, Ariz., office.

FMIC is currently working with a team in Pooler, Ga., to integrate the business into its systems before moving it physically to a new location.

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FMIC MEDIA CONTACT:

Christina Stejskal

Head of Global Communications

Fender Musical Instruments Corp.

CStejskal@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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