

FENDER® LAUNCHES NEW ACOUSTIC AMPLIFIERS AND ADDS POWERFUL SPEAKER AND SUBWOOFER TO FORTIS™ SERIES

PRODUCTS OFFER PORTABLE, YET POWERFUL ACOUSTIC AMPLIFICATION AND NEW CRISP PRO AUDIO SYSTEM

HOLLYWOOD, CALIF. (January 19, 2016) – Fender Musical Instruments Corporation (FMIC) announces new lightweight acoustic amplifiers along with new Fortis powered speakers and a subwoofer, for Winter NAMM 2017 in Anaheim, Calif. Attendees will have the opportunity to see, hear, and experience a level of sound quality that only Fender speaker and amplification products can offer.

As Fender continues to invest in its commitment to artists and players through product innovations, the acoustic guitar category grows as does its expanding accompanying amplifier offerings with the addition of the Acoustic 200, Acoustic 100 and Acoustasonic® 40 amplifiers. Built on the tremendous success of the globally award winning Acoustic SFX and Acoustic Pro amplifiers that debuted in late 2015 for its design iconography, this new lineup of acoustic amplifiers boast all new and upgraded features including two channels, designed for instrument and microphone use, respectively, as well as Bluetooth compatibility.

Fender's quality sound is also heard through the new versatile Fortis powered speaker and subwoofer, which create a powerful listening experience, whether it be at a concert venue or in a classroom. A new addition to the Fortis powered speaker models currently available, the 10" Fortis F-10BT offers a wide variety of I/O connections, Bluetooth compatibility, and user-friendly rear panel controls. The 18" subwoofer is the first of its kind to join the Fortis powered speaker collection, adding audiophile-quality bass enhancement to a Fortis powered speaker system.

"Fender is committed to providing players with the highest quality, most reliable pro audio and amplification products," says Jim Ninesling, Vice President, Amplifiers and Pro Audio. "We're proud to introduce our new, innovative acoustic guitar amplifiers, which will provide players with more options and control to fit their preferences. The new acoustic amp line will make a significant market entrance, hitting key price points with high performance, convenience features like Bluetooth streaming, and some of the beautiful design cues from our Acoustic Pro Series. With high power, high performance muscle, the Fender Pro Audio portfolio brings our new 10" Fortis Powered Speakers with high quality Bluetooth streaming, and the addition of our 18" powered Subwoofer, both completely new to the Fortis collection, giving players the ability to use speakers that fit each of their specific needs.

NEW ACOUSTIC AMPLIFIERS: Launching April 2017:

Acoustic 100 – \$399.99

The new Acoustic 100 amplifier is the perfect portable system for solo performances with two channels designed for instrument or microphone use, Bluetooth wireless streaming, an integrated handle and universal voltage for international use. Other features include an 8" full-range whizzer cone speaker, finished plywood shell, XLR line output, headphone output, auxiliary input and a USB jack for audio streaming/recording. The new amplifier also includes a footswitch jack for an optional 4-button pedal that adds functions like Tap Tempo, Tuner and more.

Acoustic 200 – \$549.99

The new Fender Acoustic 200 amplifier delivers full, natural tone for acoustic-electric guitar and microphone. The new amplifier has two channels designed for instrument or microphone use, each with studio-quality stereo effects. Other features include Bluetooth wireless streaming, an integrated handle, universal voltage for international use, XLR line output, headphone output and auxiliary input for use with external audio devices. The new amplifier also includes a USB jack for audio streaming/recording and footswitch jack for an optional 4-button pedal that adds functions like Tap Tempo, Tuner and more.

Acoustasonic™ 40 – \$199.99

The Acoustasonic 40 amplifier offers portable amplification for acoustic-electric guitar and microphone and is a simple, flexible “grab and go” solution for a variety of musical performance and basic public address applications. Features in the new amplifier include two 6.5” Special Design full-range speakers with whizzer cones, two channels with combination XLR-1/4” inputs, three-band equalizer controls for each channel and digital hall reverb with level control for each channel. Other offerings include a headphone output, auxiliary input, XLR line output for use with a PA system or recording gear and a vintage-style brown textured vinyl covering.

NEW FORTIS™ POWERED SPEAKERS: Launching January 2017

Fortis F-10BT 10” Powered Speaker – \$549.99

The new Fortis F-10BT 10” active two-way powered speaker is ideal for DJs, schools, houses of worship, solo performers, businesses or small-to-medium sized venues. With a wide variety of I/O connections, the two-channel F-10BT features Bluetooth audio, balanced XLR-1/4” TRS combo connector and 3.5mm auxiliary inputs. Proportionally powered by dual onboard Class ‘D’ amplifiers, the 1” titanium horn-loaded driver and the 10” woofer work in tandem to create crystal-clear room-filling sound. The easy-to-use rear panel controls include a three-position EQ switch and three-position low frequency switch to tailor the response of the speaker to the room. Also included are two rear-panel XLR output connectors and a highly robust and reliable enclosure that is constructed from 9-ply voidless plywood with hard-wearing paint and powder-coated perforated steel grill.

Fortis F-18SUB 18” Powered Subwoofer – \$899.99

The Fortis F-18SUB powered subwoofer adds 1,000W of audiophile-quality bass enhancement to a Fortis powered speaker system; the 18” woofer and Class ‘D’ power amp combine to kick out up to 134dB of bass from 30Hz-200Hz. Other features include dual balanced 1/4”-XLR combo jacks that feed a stereo input channel, while the integrated crossover with multiple presets makes it easy to find the right sound for any room. The subwoofer is constructed from 9-ply void-free plywood, and the robust enclosure that is ported for maximum low frequency extension and includes two recessed steel-bar handles.

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.com

#

Fender Media Contact:

Christina Stejskal

Head of Communications

Fender Musical Instruments Corp.

Email: 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

COPY LINK

<https://fender.pr.co/271781-fender-launches-new-acoustic-amplifiers-and-adds-powerful-speaker-and-subwoofer-to-fortis-series/>