



FENDER MUSIC KK ANNOUNCES THE MADE IN JAPAN HERITAGE SERIES

**MADE IN JAPAN HERITAGE SERIES FEATURES VINTAGE TONES,
TRADITIONAL LOOKS AND AUTHENTIC SPECS OF TRUE FENDER®
INSTRUMENTS WITH QUALITY JAPANESE CRAFTMANSHIP**

TOKYO, JAPAN (March 18, 2020) — Fender Music Japan, part of Fender Musical Instruments Corporation (FMIC) one of the world's leading musical instrument manufacturers, marketers and distributors, announced today the launch of the Made in Japan Heritage Series, developed with the guidance of the world-renown Mark Kendrick, one of the original founding master builders of the Fender Custom Shop and current Director of Fender's Global Build Standards Team.

Incorporating Fender's spirit to pursue innovation and technologies while treasuring the very essence of its DNA, the Made in Japan Heritage Series features vintage tones, traditional designs and authentic specs of true Fender Instruments coupled with quality Japanese craftsmanship. This series establishes the true value of the Made in Japan Fender

products, through extensive re-evaluation of its significant history and evolution of the Japan-made products. The lineup consists of 11 classic Fender electric guitar and bass models featuring historically accurate specifications, tones and colors.

Mark Kendrick, with deep insight and his knowledge of Fender guitars through his career as Senior Master Builder at the Fender Custom Shop, and currently responsible for quality management and manufacturing efficiency for the global production of Fender products, supervised the entire journey and process of the series development. This series delivers the true essence of Fender instruments with refined body and neck shapes, ideal pickup settings and colors - all referenced from the original US drawing archives and various vintage instruments.

"The Made in Japan Heritage Series captures the spirit and very essence of Fender's DNA. These guitars are authentic Fender craftsmanship. You will notice the classic nuances in the lines, curves and contours almost immediately. The player will enjoy the sound of historic tones while appreciating the high quality of the Japanese craftsmanship," says Kendrick. "I was blown away the first time I held a guitar from the Japan Heritage Series! These guitars exceeded my expectations."

Features include:

- **Vintage Tones:** Pickup magnet materials, number of coil turns and magnet heights were analyzed in depth to capture the sonic qualities of true vintage tones
- **Traditional Looks:** Original US drawing archives, as well as Mark Kendrick's vast knowledge of original Fender guitars, helped recreate the shapes and colors that accurately follow the footsteps of historical Fender instruments
- **Authentic Specs:** The pure essence of Fender DNA has been incorporated into the very details of the Heritage instruments, from pickup materials, cloth wire, even to the logo and decal designs based on the original artworks of vintage models

Models (available only in Japan):

- Made in Japan Heritage '50s Stratocaster® (MSRP 160,000 JPY)
- Made in Japan Heritage '60s Stratocaster® (MSRP 160,000 JPY)
- Made in Japan Heritage '70s Stratocaster® (MSRP 160,000 JPY)

- Made in Japan Heritage '50s Telecaster® (MSRP 160,000 JPY)
- Made in Japan Heritage '60s Telecaster® Custom (MSRP 160,000 JPY)
- Made in Japan Heritage '60s Telecaster® Thinline (MSRP 160,000 JPY)
- Made in Japan Heritage '60s Jazzmaster® (MSRP 160,000 JPY)
- Made in Japan Heritage '50s Precision Bass® (MSRP 160,000 JPY)
- Made in Japan Heritage '60s Precision Bass® (MSRP 160,000 JPY)
- Made in Japan Heritage '60s Jazz Bass® (MSRP 160,000 JPY)
- Made in Japan Heritage '70s Jazz Bass® (MSRP 160,000 JPY)

High-resolution lifestyle and product images of the Made in Japan Heritage Series can be found [here](#); full product descriptions and specifications [here](#). To view a video of the Made in Japan Heritage Series origin and creation process click [here](#). For 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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