

FÁBRICA DE FENDER® EN ENSENADA, MÉXICO CELEBRA SUS BODAS DE PLATA

ENSENADA, Baja California (23 de julio de 2012) – La compañía icónica de guitarras Fender celebró el aniversario número 25 de su fábrica en Ensenada, Baja California, México el pasado viernes, 20 de julio.

“Estamos muy orgullosos de haber celebrado nuestro vigésimo-quinto aniversario”, comentó Sergio Villanueva, vicepresidente de manufactura global de Instrumentos Musicales Fender. “La calidad superior de los instrumentos que creamos es el motivo del éxito de nuestra planta”.

Más de mil personas, entre ellas el alcalde de Ensenada Enrique Pelayo Torres, altos ejecutivos y empleados de la empresa, celebraron este acontecimiento disfrutando en un ambiente de camaradería de la música en vivo de la Escuelita Fender y el Grupo Fandango. La celebración culminó con fuegos artificiales, mariachi, y la música en vivo de la banda nortea Intocable.

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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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