



FENDER HONORS U2 ROCK LEGEND ADAM CLAYTON WITH FEATURE- PACKED SIGNATURE COMBO BASS AMPLIFIER

**PERFECT FOR BOTH GIGGING AND RECORDING BASSISTS, THE
ADAM CLAYTON ACB 50 BASS AMP OFFERS WARM,
HARMONICALLY RICH TUBE TONES IN A PORTABLE, CLASSIC
FENDER PACKAGE**

HOLLYWOOD, Calif. (March 7, 2023) — Fender Musical Instruments Corporation (FMIC/Fender) announced today the launch of the Adam Clayton ACB 50 Bass Amp, the brand's first signature all-tube bass combo for over 40 years, inspired by U2 founding member, Adam Clayton. Over the last four and a half decades, Clayton's melodic playing has laid the foundation for some of the most seminal albums and popular tracks of all time, inspiring countless bassists in the process. Offering both warm, rich tube tones and pure Fender® tube-driven thump in a compact combo with classic Fender® aesthetics, the Adam Clayton ACB 50 Bass Amp is a tribute to these achievements, as well as to Clayton's instantly recognizable sound and harmonic style.

Clayton first picked up the bass guitar at the age of 14, whilst at Mount Temple School in Dublin, Ireland. It was at school where Adam met Bono, The Edge and Larry Mullen Jr. and in 1978, U2 was formed. Throughout the following decades and the myriad different genres and styles that U2 have played and experimented with in that time, Clayton's bass playing has remained a steady, driving force for the band, helping them to achieve, amongst other things, 22 Grammys and an induction into the Rock and Roll Hall of Fame.

"I've worked very hard with Fender on the Adam Clayton ACB 50 Bass Amp and I'm immensely proud of our creation," said Adam Clayton. "I always found when I was starting out that it was very hard to find an amp that offered the mid-range distorted sound that I liked. This amp offers it in spades. It's also very versatile, and if you're moving around a lot or if you don't have much space where you practice, then this is the amp for you."

Featuring two distinctly different channels – a classic Fender® sound and a more modern hi-fi, flat EQ tone, the Adam Clayton ACB 50 Bass Amp achieves all the sounds needed in any musical situation and is the perfect companion for any bassist, whether they're playing in a studio, a club or on an arena stage. Classic Fender® cosmetics: black textured vinyl, chrome panel, chicken head knobs and an aged silver grille cloth give the Adam Clayton ACB 50 Bass Amp a look that players around the world have come to love. The Adam Clayton ACB 50 Bass Amp includes a lightweight Eminence Neo 15" speaker that helps accentuate its fat, powerful sound and features an XLR line out to send that great tone to your home recording rig or front-of-house.

"Adam Clayton is a true icon and working with him on the Adam Clayton ACB 50 Bass Amp has been an absolute privilege," said Justin Norvell, Executive Vice President of Products at FMIC. "This is the first signature bass amp we've ever done and the first all-tube bass combo Fender has produced for over 40 years. We are extremely excited by the project and we've worked tirelessly to make it extra special. Designed for the pros, by the pros, the amp has a unique combination of that classic Fender® look with contemporary style and features like the dual channels and the lightweight Eminence speaker that we're sure are going to make it incredibly popular with bassists."

In true tradition, the Fender® Artist Signature Series honors iconic musicians through product progression and storytelling, creating instruments inspired by the unique

specifications of the world's greatest guitarists and bassists. [Explore the Adam Clayton ACB 50 Bass Amp designed in collaboration with the renowned bassist of U2.](#) This amp delivers warm and harmonically rich tube tones, making it an excellent choice for any musician performing in the studio, club, or arena. High-resolution artist, lifestyle and product images of Adam Clayton and the Fender® Adam Clayton ACB 50 Bass Amp can be found [HERE](#); full product descriptions and specifications can also be found [HERE](#).

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.

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Adam Clayton ACB 50 Bass Amp (\$2199.99 USD, £1,999.00 GBP, €2,399.00 EUR, \$2,199 AUD, ¥253,000 JPY) Inspired by Adam Clayton, the Fender® Adam Clayton ACB 50 Bass Amp offers warm, harmonically rich tube tones that are perfect for the studio, club or arena stage. Featuring two distinctly different channels – a classic Fender® sound and a more modern hi-fi, flat EQ tone, the Adam Clayton ACB 50 Bass Amp achieves all the sounds you need in any musical situation. Classic cosmetics: black textured vinyl, chrome panel, chicken head knobs and an aged silver grille cloth give the Adam Clayton ACB 50 Bass Amp a classic Fender® look that players around the world have come to love. The Adam Clayton ACB 50 Bass Amp includes a lightweight Eminence Neo 15" speaker that helps accentuate its fat, powerful sound and features an XLR line out to send that great tone to your home recording rig or front-of-house.

ABOUT ADAM CLAYTON:

Adam Clayton is U2's bass player. He was born on 13 March 1960 in Oxfordshire, England before moving to Malahide, Co. Dublin in 1965.

Adam met Larry Mullen, The Edge and Bono at Mount Temple School in 1978. U2 was formed soon after and their first album, *Boy*, was released in 1980. Acknowledged as one of the best live acts in the world, U2 have toured the globe countless times and released 14 studio albums with sales in excess of 157 million. The band have won numerous awards

including 22 Grammys; an Oscar nomination and two Golden Globes in the Best Original Song category; as well as the Amnesty International, Ambassador of Conscience Award.

Several solo music projects throughout his career include recording with Sharon Shannon for The Winkle Tapes 1989; with Larry Mullen for the Nanci Griffith record Flyer (1994); Little Steven for Born Again Savage (1999); as well Robbie Robertson and Daniel Lanois for their albums; and the re-recording of the theme to the 1996 film 'Mission: Impossible' with fellow band member Larry Mullen. Larry and Adam also joined members of REM to form the group Automatic Baby, performing one time only, at MTV's inaugural ball for Bill Clinton in 1993.

Adam has written about contemporary art for British GQ and the role of art critic has seen him interview artists including Allen Jones, Wolfgang Tillmans, Jeff Koons and William Eggleston. In 2022 he presented a documentary titled Francis Bacon: The Outsider which follows the story of the painter's early life in Ireland.

In 2017, the National Academy of Recording Arts & Sciences honoured Adam with the Stevie Ray Vaughan Award at MusiCares 13th annual MAP Fund Benefit Concert in recognition of his dedication to helping others with the addiction recovery process.

The John F. Kennedy Center for the Performing Arts selected Adam, along with his U2 bandmates, to receive the 45th Kennedy Center Honors for lifetime artistic achievements at a ceremony in Washington D.C. in December last year.

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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

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