



Put the pedal to the metal with Fender Custom Shop™ Hot Wheels™ guitar collection

FENDER CUSTOM SHOP™ AND MATTEL® COLLABORATE FOR ONE-OF-A-KIND HOT WHEELS™ COLLECTION WITH 16 UNIQUE MASTERBUILT CREATIONS

HOLLYWOOD, CALIF. (MARCH 9, 2022) – Fender Musical Instruments Corporation (FMIC)'s Fender Custom Shop™ (FCS) today announced the launch of a special collaboration with Mattel, Inc and Hot Wheels™, the global leader in car culture. Created by the Shop's esteemed team of eleven master builders and five apprentice builders, the Fender Custom Shop Hot Wheels collection consists of 16 one-of-a-kind, bespoke designs inspired by the die-cast vehicles introduced by Mattel in 1968. Each guitar in the collection is designed with careful attention to unique designs, graphics and Hot Wheels color shades that stay true to the 1:64 scale cars that have inspired the challenger spirit for generations. In addition, each model comes with a Hot Wheels strap and pick set as well as a custom Hot Wheels Hardshell case, all adorned in the brand's signature orange and blue as well as a Hot Wheels die-cast that its associated guitar is inspired by and certificate of authenticity.

"We're honored to be working with Mattel to bring this Hot Wheels collection to life," said Mike Lewis, VP Product Development, Fender Custom Shop™. "For years, we've taken a

deep source of inspiration from the automobile industry and with such a unique take on cars, Hot Wheels was always a dream partner. Each builder crafted their own guitar with world-class creativity and we can't wait for people globally to see these collectible products."

"The Hot Wheels team is thrilled to create such a special collection of guitars with the global leaders of musical instruments at Fender Custom Shop," said Ted Wu, Global Head of Hot Wheels Design at Mattel. "Both of our brands trace their roots back to California, with Hot Wheels embodying SoCal car culture and Fender synonymous with Los Angeles rock 'n' roll. We can't wait for artists and car enthusiasts alike to see these one-of-a-kind designs."

"Hot Wheels rides have been just as much part of our team's childhood as classic guitars, so getting the opportunity to create one-of-a-kind instruments inspired by some of our favorite cars has been a dream," said Dennis Galuszka, FCS Master Builder. "Each builder brought their own unique take to the design process, which was influenced by the years of childhood nostalgia and the iconic orange track. The final results are works of art that pay tribute to both Fender and Hot Wheels."

As the #1 selling toy in the world*, Hot Wheels is the global leader in car culture. For the last fifty plus years, Hot Wheels has proven its influence on the automotive community with legendary design and epic performance. Today, Hot Wheels has become a worldwide powerhouse franchise with live and virtual events on almost every continent, highly sought-after consumer products and top-tier collaborations, a #1 rated content channel on YouTube and more. While 16.5 Hot Wheels are sold every second and over 8 billion cars have been sold to date, the brand continues to expand its presence in new ways such as NFTs and digital gaming, with success across mobile, console and PC platforms.

THE 16-GUITAR HOT WHEELS™ COLLECTION INCLUDES:

- **HOT WHEELS™ MOD ROD™ STRAT®, DARK BLUE WITH GOLD LEAF COMPETITION STRIPES - (\$14,000.00 USD, £12,599.00 GBP, €14,699.00 EUR, \$23,499.00 AUD, ¥ 2,167,000 JPY)** Masterbuilt by Paul Waller, the Mod Rod Strat® has a NOS WLS finish on a two-piece select Alder body. This custom guitar has a Rift Sawn Maple Neck with 60s Oval "C" back shape and a round-lam ebony fingerboard with stainless steel side dots. This guitar further boasts vintage-style elements with a Josefina Hand-Wound Texas

Special bridge, fat 50's Strat® pickups, vintage modified #2 working with tone-saver bleed, and vintage-style tuning machines. A single-ply Black pickguard keeps an eye-catching color combination with the Dark Blue body and Gold Leaf Competition Stripes.

- **HOT WHEELS™ NIGHT SHIFTER™ FRETLESS PRECISION BASS®, BLACK WITH BLUE COMPETITION STRIPES - (\$16,500.00 USD, £14,799.00 GBP, €17,299.00 EUR, \$27,499.00 AUD, ¥ 2,554,200 JPY)** Masterbuilt by Vincent Van Trigt, the Nightshifter Fretless Precision Bass® has a NOS Satin Urethane finish with Gold hardware on a two-piece select Alder body. This custom has a Quartersawn Maple Neck with '60 Style "C" back-shape and a flat-lem fretless ebony fingerboard. This guitar includes vintage and customized elements with a Curtis Novack T-Bird pickup, vintage wiring, BABICZ full contact bridge, Gotoh GB640 Res-o-Lite tuning machines and a custom pickguard.
- **HOT WHEELS™ BONE SHAKER™ PRECISION BASS®, FLAT BLACK WITH BONE SHAKER GRAPHIC - (\$15,500.00 USD, £13,899.00 GBP, €16,199.00 EUR, \$26,499.00 AUD, ¥ 2,350,700 JPY)** Masterbuilt by Jason Smith, the Bone Shaker Precision Bass® boasts a NOS Satin WLS finish on an two-piece select Alder body. This custom bass includes a one-piece 3A Flame Maple Neck with '60s Oval "C" Back-Shape and a Lace® Alumna pickup. Vintage wiring, an RSD HiMass bridge and Fender Deluxe tuning machines promote strong and clear use.
- **HOT WHEELS™ MOD ROD™ TELE®, BURNT ORANGE WITH PINSTRIPING BY PAMELINA H - (\$14,500.00 USD, £12,999.00 GBP, €15,199.00 EUR, \$24,499.00 AUD, ¥ 2,198,900 JPY)** Masterbuilt by Greg Fessler, the Mod Rod Tele® promotes a NOS Lacquer finish on a two-piece select Alder body with pinstriping completed by artist and painter Pamelina H. This custom includes a Quartersawn Maple Neck with '60s Oval "C" back-shape, a Josefina Hand-Wound original Blackguard Tele® bridge and Twisted Tele® (Neck) pickups. This guitar further boasts both vintage and modern elements with modern Tele® wiring with Greasebucket tone and a '67 Tele® bridge with slotted steel saddles. An ebony fingerboard with Hot Wheels™ 12th fret banner inlay and a Black anodized pickguard further create a distinct and unique aesthetic.
- **HOT WHEELS™ TWIN MILL™ STRAT®, FLORAL BLUE - (\$15,500.00 USD, £13,899.00 GBP, €16,199.00 EUR, \$26,499.00 AUD, ¥ 2,376,000 JPY)** Masterbuilt by Kyle McMillin, the Twin Mill Strat® has a NOS Urethane finish on a two-piece select Alder body. This custom promotes an oil-finished Quartersawn Maple Neck with Modern "C" back-shape and contoured heel in addition to an ebony fingerboard with a Mother of Pearl circle

flame inlay. This guitar further boasts Bare Knuckle Impulse pickups with radiator covers, master volume & tone controls with three-way toggle, recessed Floyd Rose pro locking tremolo & nut and Gotoh SG381 tuning machines.

- **HOT WHEELS™ BULL WHIP™ STRAT®, HOT WHEELS™ CHROME VINYL WRAP - (\$16,500.00 USD, £14,799.00 GBP, €17,299.00 EUR, \$27,499.00 AUD, ¥ 2,519,000 JPY)**
Masterbuilt by Dennis Galuszka, the Bull Whip Strat® boasts a NOS WLS finish on a two-piece select Alder body. This custom features a Quartersawn Maple Neck with '60s Oval "C" back-shape and an ebony fingerboard with Mother of Pearl face dots. This guitar combines modern and vintage elements with its Josefina Hand-Wound Fat '60s Strat® pickups with RWRP middle, modern Strat® wiring, a five-way switch, two-point custom classic strat tremolo and Fender Deluxe locking tuning machines. Color contrast between the Chrome Vinyl body and the Black anodized pickguard are a visual delight.
- **HOT WHEELS™ FAST-BED HAULER™ TELE®, TAOS TURQUOISE - (\$12,750.00USD, £11,499.00 GBP, €13,399.00 EUR, \$21,499.00 AUD, ¥ 1,962,400 JPY)** Masterbuilt by Ron Thorn, the Fast-Bed Hauler™ Tele® features a NOS Urethane finish on a two-piece select Alder body. This custom has a Quartersawn Maple Neck with '65 Style "C" back-shape and an ebony fingerboard. Further specifications include Fender Tele® Mágico pickups with diamond plate bezels, modern Tele® wiring, a three-way switch, Fender Custom Shop™ Subsonic hardtail bridge and vintage-style tuning machines.
- **HOT WHEELS™ RIP ROD™ JAGUAR®, BLACK WITH RED COMPETITION STRIPES - (\$13,500.00USD, £12,099.00 GBP, €14,099.00 EUR, \$22,499.00 AUD, ¥ 2,101,000 JPY)**
Masterbuilt by Dale Wilson, the Rip Rod™ Jaguar® has a NOS Satin WLS finish on a two-piece select Alder body. This custom uniquely boasts a roasted 4A Flame Maple Neck with '62 style Jaguar® back-shape and a round-lam Rosewood fingerboard. Featured vintage elements include Josefina Handwound '62 Jaguar® pickups, vintage wiring and vintage-style tuning and a vintage Jaguar® Tremolo with RSD J-Bridge. The red and black aesthetic is tied together by the single-ply Red acrylic pickguard.
- **HOT WHEELS™ NIGHT SHIFTER™ TELE®, PEARL WHITE WITH RED COMPETITION STRIPES - (\$12,000.00 USD, £10,799.00 GBP, €12,599.00 EUR, \$19,999.00 AUD, ¥ 1,863,400 JPY)** Masterbuilt by Todd Krause, the Night Shifter™ Tele® has a NOS Urethane finish and features a two-piece select Alder body with graphics by painter and artist Pamelina H. This custom guitar has a Quartersawn Maple Neck with '60 Style Oval "C" Back-Shape and an ebony fingerboard with Mother of Pearl face dots. This guitar

features combined vintage and modern elements, including a Josefina Handwound Original Blackguard Tele® (Bridge), Twisted Tele® (Neck) Pickups, modern Tele® wiring, vintage-style tuning machines and a '58-'63 Tele® bridge with threaded steel saddles. More color is introduced with the single-ply red acrylic pickguard on the body of the instrument.

- **HOT WHEELS™ DEORA™ STRAT®, BLUE SPARKLE - (\$13,000.00USD, £11,699.00 GBP, €13,599.00 EUR, \$21,999 AUD, ¥ 1,991,000 JPY)** Masterbuilt by Yuriy Shishkov, the Deora™ Strat® boasts a NOS Urethane finish on a two-piece select Alder body with graphics by artist and painter Pamelina H. This custom guitar further promotes a Roasted 2A Birdseye Maple Neck with '60 Style Oval "C" back-shape and a flat-lam Rosewood fingerboard. Vintage elements are woven throughout the instrument, featuring 21 vintage-style frets, Josefina hand-wound Fat '50s Strat® pickups, American vintage synchronized tremolo and vintage-style tuning machines. Other elements include modern Strat® wiring, a five-way switch and a Gold Anodized pickguard.
- **HOT WHEELS™ MAD MANGA™ STRAT®, MAGENTA SPARKLE - (\$14,000.00 USD, £12,599.00 GBP, €14,699.00 EUR, \$23,499.00 AUD, ¥ 2.082,300 JPY)** Masterbuilt by Carolos Lopez, the Mad Manga™ Strat® features a NOS Lacquer finish on a two-piece select Alder body. This custom further features a Flat Sawn Maple Neck with '66 Style "C" Back-Shape and Round-Lam Rosewood Fingerboard with Mother of Pearl Face dots. Vintage elements Josefina Hand-Wound '60 Strat® Pickups, Vintage Modified #2 Wiring with Tone-Saver Bleed and American Vintage Synchronized Tremolo. This guitar is further customized through its custom engraved Black Anodized pickguard.
- **HOT WHEELS™ NIGHT SHIFTER™ STRAT®, HOT WHEELS™ RED - (\$14,500.00 USD, £12,999.00 GBP, €15,199.00 EUR, \$24,499.00 AUD, ¥ 2,226,400 JPY)** Apprentice-built by George Ruiz, the Night Shifter™ Strat® promotes a NOS Urethane finish on a two-piece Selecter Alder Body with Custom Graphics. Further specs include a 5A Flame Maple Neck with '60s Oval "C" Back-Shape and Contoured Heel and an Ebony Fingerboard with eye-catching Sterling Silver Tube Face Dots and Hot Wheels™ 12th Fret Banner Inlay. This custom guitar also boasts EMG JH "HET" Bridge Pickups, Recessed Floyd Rose Original Double-Locking Tremolo & Nut and Hipshot Griplock Open-Gear Tuning Machines. This guitar is further customized with a custom Pickup Switching that includes a Remote Fender Volume Pedal.

- HOT WHEELS™ MUSCLE BOUND™ STRAT®, METALLIC CADILLAC GREEN - (\$13,000.00 USD, £11,699.00 GBP, €13,599.00 EUR, \$21,999.00 AUD, ¥ 1,966,800 JPY)**
 Apprentice-built by Levi Perry, the Muscle Bound™ Strat® has NOS Lacquer finish on a two-piece select Alder body with custom graphics. This custom features a Quartersawn Maple Neck with '60s Oval "C" Back-Shape and a Round-Lam Ebony Fingerboard with Black Face Dots. Further features include Josefina Hand-Wound '60s Strat® Pickups, modern Strat® wiring, American Vintage Synchronized Tremolo, vintage-style tuning machines and a three-play painted pickguard.
- HOT WHEELS™ RIP ROD™ TELE®, HOT WHEELS™ BLUE - (\$13,250.00 USD, £11,899.00 GBP, €13,899.00 EUR, \$21,999.00 AUD, ¥ 2,032,800 JPY)**
 Apprentice-built by Nick Saccone, the Rip Rod™ Tele® boasts a NOS Lacquer finish on a two-piece select Ash body. This guitar has a Quartersawn Maple Neck with a '52 Style "U" back-shape and an Ebony Fingerboard with Orange Face Dots, fabricated from Hot Wheels™ tracks. Other specifications include vintage-style frets, a Curtis Novak Gold Foil GT-V (Bridge) and Josefina Hand-wounded Open Loade '51 Nocaster® (Neck) pickups. This custom further features modern Tele® wiring, Sawed Off Tele® Bridge with RSD Compensated Brass Saddles and vintage-style tuning machines. An Orange Anodized Pickguard creates a distinct look against the Hot Wheels™ Blue body.
- HOT WHEELS™ BAD TO THE BLADE™ KATANA™, BLACK SPARKLE WITH ORANGE AND TEAL GREEN TRIM - (\$10,500.00 USD, £9,399.00 GBP, €10,999.00 EUR, \$17,499.00 AUD, ¥ 1,625,800 JPY)**
 Apprentice-built by Dylan Delpizzo, the Bad to the Blade™ Katana™ features a NOS Urethane finish on a two-piece select Alder body. This custom has a 4A Flame Maple Neck with Modern "C" back-shape and an ebony fingerboard with Mother of Pearl Shark Fin inlays. Further features include a Seymour Duncan Invader Humbucking Pickup, Rear Loaded Volume & Tone controls, two-point Custom Classic Strat® Tremolo and vintage-style tuning machines.
- HOT WHEELS™ BAJA TRUCK STRAT®, GREY WITH MINT GREEN STRIPING - (\$12,500.00 USD, £11,199.00 GBP, €13,099.00 EUR, \$20,999.00 AUD, ¥ 1,922,800 JPY)**
 Apprentice-built by Dan Gonzalez, the Baja Truck Strat® has a NOS Urethane finish with Gold hardware on a two-piece select Alder body. This custom guitar has a matching painted Flat Sawn Maple Neck with '62 Style Jaguar® back-shape and a Flat-Lam ebony fingerboard with Mother of OPearl Face Dots. More features include Seymour Duncan

Lipstick Tube pickups, rear-loaded volume & tone controls with three-way toggle, vintage-style Jaguar® tremolo with RSD J-bridge and vintage-style tuning machines

Product photos of the Hot Wheels™ collection can be found [here](#). Learn more about the [Fender Custom Shop Hot Wheels collection inspired by the die-cast vehicles](#).

Hot Wheels™ Collection guitars will be available for purchase at limited dealers. For technical specs, additional information on new Fender Custom Shop™ releases and to find a retail partner near you, visit www.fendercustomshop.com. Join the conversation on social media by following @Fender and @FenderCustomShop.

#

ABOUT MATTEL:

Mattel is a leading global toy company and owner of one of the strongest catalogs of children's and family entertainment franchises in the world. We create innovative products and experiences that inspire, entertain, and develop children through play. We engage consumers through our portfolio of iconic brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends®, UNO®, Masters of the Universe®, Monster High® and MEGA®, as well as other popular intellectual properties that we own or license in partnership with global entertainment companies. Our offerings include film and television content, gaming and digital experiences, music, and live events. We operate in 35 locations and our products are available in more than 150 countries in collaboration with the world's leading retail and ecommerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering children to explore the wonder of childhood and reach their full potential. Visit us online at mattel.com.

ABOUT FENDER CUSTOM SHOP:

Since 1987, the Fender Custom Shop and its esteemed builders have astounded players and collectors worldwide with marvels of creativity, ingenuity and artistry. From its humble Southern California beginnings, the Fender Custom Shop has grown to become the world's preeminent maker of highly collectible, custom instruments operating in Corona, Calif. Known as the "Dream Factory," the Fender Custom Shop is also home to an honored group known as the Master Builders – some of the most-skilled luthiers in the world – who craft Fender's legendary instruments and push the boundaries of possibility. The distinguished

Master Builders make dream guitars a reality for players – from Eric Clapton, Jeff Beck, H.E.R. and Jimmy Page to collectors, working professionals and guitar enthusiasts. As the epicenter of innovation at Fender and the pinnacle of the brand, ideas and production techniques devised in the Fender Custom Shop for both Masterbuilt and Teambuilt guitars go on to inspire and influence Fender's other production line models.

ABOUT FENDER MUSICAL INSTRUMENTS CORPORATION:

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 2021, Fender celebrated 75 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.

FMIC/FENDER MEDIA CONTACT:

Christina Stejskal

Vice President, Global Communications

Fender Musical Instruments Corp.

CStejskal@Fender.com

Press@Fender.com

MATTEL MEDIA CONTACT:

Scott Shaffstall

Global Brand Communications

Mattel Inc.

scott.shaffstall@mattel.com

FENDER (standard and in stylized form), Stratocaster, Precision Bass, Telecaster, Jaguar and Katana and Fender Custom Shop are trademarks of Fender Musical Instruments Corporation and/or its affiliates, some of which are registered in the U.S. and other countries.

All other product and company names may be trademarks of their respective owners and may be used herein under license.

**Source: The NPD Group/ Retail Tracking Service, U.S. Dollar Sales, January-December 2021*

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://qa.fendergarage.com/newsroom/272124-put-the-pedal-to-the-metal-with-fender-custom-shop-hot-wheels-guitar-collection/>