

FENDER® DEBUTS NEW ACCESSORIES LINES LAUNCHING SUMMER 2018 WITH MODERN TAKES ON FENDER CLASSICS

FENDER PARTNERS WITH AUTHENTIC HENDRIX LLC FOR NEW LINES OF JIMI HENDRIX™-INSPIRED ACCESSORIES ALONG WITH MODERN UPDATES TO LEGACY FENDER PICK AND STRAP ASSORTMENTS

HOLLYWOOD, CALIF. (JUNE 29, 2018)—Fender Musical Instruments Corporation (FMIC) today announced additions to its growing accessories and lifestyle products offerings at Summer NAMM in Nashville, Tenn., including a new Jimi Hendrix Voodoo Child™ accessories line, as well as Fender more string, pick and strap options suited for every guitarist at any stage of their musical journey. Other additions include Elite Series neck and pickguards allowing players the opportunity to change the look and feel of their existing guitar. Also making a Summer NAMM 2018 debut are new kids and women's fashionable lifestyle apparel for Fender-lovers to show pride onstage and off.

"Fender couldn't be more proud to partner with Authentic Hendrix LLC for the release of our new Jimi Hendrix Voodoo Child™ line of accessories," said Richard Bussey, Director, Product Development–Accessories. "The Jimi Hendrix Voodoo Child™ Coiled Cables are modern recreations of the same cables Jimi Hendrix made famous on stage during The Summer of Love, and the Jimi Hendrix Voodoo Child™ Signature Strings incorporate modern technology while replicating Jimi's favorite gauging on his famous Fender Stratocaster®."

Jimi Hendrix set the music world on fire with his rule-breaking playing style and one-of-a-kind tone. Jimi Hendrix Voodoo Child™ Coiled Cables are a vintage recreations he used during his illustrious career with modern specs. The end pin plugs, vintage style pancake ends and oversized barrel, are recreations of Jimi's famous live performance cables. The modern twist includes a 95 percent shielded braiding using the best modern technology available and the 30' length allows for maximum stage movement. Fender now gives

players the opportunity to draw upon his full, warm tone by winding up a set of Jimi Hendrix Voodoo Child™ Signature Strings. A painstaking recreation of Jimi Hendrix's beloved strings, Jimi's signature heavy-high and light-low gauge setup, offered in ball-end and bullet-end designs, are easy to bend and full of the magic that was the source of his sound.

The two new pick lines, Tortuga and Wavelength, are carefully crafted to provide comfort and hold across personal playing styles. The Wavelength debossed celluloid picks, a unique take on a classic and a Fender first, are designed to give every guitar player a grip on Fender's legendary 351 pick style. The Tortuga picks are a proprietary Ultem blend designed to replicate the classic sound of genuine tortoiseshell. Producing a bright resonating tone, these picks are perfect for every guitar player, but work especially well for acoustic guitar players—available in various sizes of Fender's 346, 351, 551 styles.

Designed for players at any stage of their journey, Fender is offering three new series of fashionable straps suited for every type of guitarist. Modern Tweed is an updated take on a familiar Fender pattern offered in red and black, white and black, and grey and black. To provide extra comfort for those long gigs, Fender's SuperSoft straps, offered in blue, grey and black, are constructed from thick polyester webbing, stretching slightly as players move with their instrument. Additionally, the broken-in leather straps are crafted from comfortable oiled glove leather that improves as it ages.

Remaining accessory additions include an expanded gig bag offering to accommodate Fender instruments of all shapes and sizes with gig bags in classic Fender tweed – the perfect complement for players looking to add some stylish flair to their stage style. Aftermarket accessories, originally launched at Winter NAMM 2018, also expand with Elite necks and pickguards designed to help players modify existing American Elite guitars.

In addition to accessories, Fender has exponentially expanded its women and children's lifestyle apparel offering (\$9.99-\$110.00) – the perfect way to show Fender pride wherever you go. The new lifestyle apparel will feature a larger variety of women's wear, as well as infant onesies and children's T-shirts.

Fender's new accessories and lifestyle items will be available at local dealers and on www.Fender.com Summer 2018. To learn more about Fender's accessories and for complete

product descriptions on each model, click [here](#). For product images, click [here](#).

ACCESSORIES OFFERINGS INCLUDE:

· DURA-TONE ACOUSTIC GUITAR STRINGS:

- o Dura-Tone 80/20, 880M, 13-56 - \$19.99
- o Dura-Tone Phosphor Bronze, 860 XL, 10-48 - \$24.99
- o Dura-Tone Phosphor Bronze, 860XL, 12-53 - \$24.99
- o Dura-Tone Phosphor Bronze, 860CL, 11-52 - \$24.99
- o Dura-Tone Phosphor Bronze, 860M, 13-56 - \$19.99

· JIMI HENDRIX VOODOO CHILD™ STRINGS

- o Jimi Hendrix Voodoo Child™, Ball End Nickel, 10-38 - \$12.99
- o Jimi Hendrix Voodoo Child™, Ball End NPS, 10-38 - \$10.99
- o Jimi Hendrix Voodoo Child™, Bullet End Nickel, 10-38 - \$19.99
- o Jimi Hendrix Voodoo Child™, Bullet End NPS, 10-38 - \$16.99

· JIMI HENDRIX VOODOO CHILD™ CABLES

- o Jimi Hendrix Voodoo Child™ Coiled Cable, Purple - \$39.99
- o Jimi Hendrix Voodoo Child™ Coiled Cable, White - \$39.99
- o Jimi Hendrix Voodoo Child™ Coiled Cable, Black - \$39.99

· TORTUGA PICKS

- o Thin Tortuga Picks (346, 351, and 551 shapes), 6-pack - \$5.99
- o Medium Tortuga Picks (346, 351, and 551 shapes), 6-pack - \$5.99
- o Heavy Tortuga Picks (346, 351, and 551 shapes), 6-pack - \$5.99
- o Extra Heavy Tortuga Picks (346, 351, and 551 shapes), 6-pack - \$5.99

· WAVELENGTH PICKS

- o Thin Wavelength Picks (white, black, or tortoise shell), 6-pack - \$5.99
- o Medium Wavelength Picks (white, black, or tortoise shell), 6-pack - \$5.99
- o Heavy Wavelength Picks (white, black, or tortoise shell), 6-pack - \$5.99
- o Extra Heavy Wavelength Picks (white, black, or tortoise shell), 6-pack - \$5.99

· GIG BAGS

- o FEMS-610 Mini Strat Gig Bag - \$49.99
- o FAC-610 Classical/California Gig Bag - \$59.99
- o FET-610 Electric Guitar Gig Bag, Tweed - \$69.99
- o FESS-610 Short Scale Electric Guitar Gig Bag - \$59.99
- o FBSS-610 Short Scale Bass Gig Bag - \$59.99
- o FBT-610 Electric Bass Bag, Tweed - \$69.99
- o FAT-610 Dreadnaught Gig Bag, Tweed - \$69.99
- o FAB-610 Long Scale Acoustic Bass Gig Bag - \$79.99

· **GUITAR STRAPS:**

- o Modern Tweed Strap, Red/Black 2" - \$24.99
- o Modern Tweed Strap, White/Black 2" - \$24.99
- o Modern Tweed Strap Gray/Black 2" - \$24.99
- o Broken-In Leather Strap, Black 2.5" - \$39.99
- o Broken-In Leather Strap, Tan 2.5" - \$39.99
- o Broken-In Leather Strap, Brown 2.5" - \$39.99
- o Broken-In Leather Strap, Green 2.5" - \$39.99
- o SuperSoft Strap, Blue 2" - \$34.99
- o SuperSoft Strap, Grey 2" - \$34.99
- o SuperSoft Strap, Black 2" - \$34.99

· **AMERICAN ELITE SERIES PICKGUARDS:**

- o Elite Stratocaster Pickguard SSS Black 3-Ply - \$29.99
- o Elite Stratocaster Pickguard SSS Shell 4-Ply - \$59.99
- o Elite Stratocaster Pickguard SSS Parchment 3-Ply - \$29.99
- o Elite Stratocaster Pickguard SSS Mint Green 3-Ply - \$29.99
- o Elite Stratocaster Pickguard SSS White Moto 4-Ply - \$39.99
- o Elite Stratocaster Pickguard HSS Black 3-Ply - \$29.99
- o Elite Stratocaster Pickguard HSS Shell 4-Ply - \$59.99
- o Elite Stratocaster Pickguard HSS Parchment 3-Ply - \$29.99
- o Elite Stratocaster Pickguard HSS Mint Green 3-Ply - \$29.99
- o Elite Stratocaster Pickguard HSS White Moto 4-Ply - \$39.99
- o Elite Telecaster Pickguard Black 3-Ply - \$29.99

- o Elite Telecaster Pickguard Shell 4-Ply - \$59.99
- o Elite Telecaster Pickguard Parchment 3-Ply - 29.99
- o Elite Telecaster Pickguard Mint Green 3-Ply - \$29.99
- o Elite Telecaster Pickguard White Moto 4-Ply - \$39.99

· **AMERICAN ELITE SERIES REPLACEMENT NECKS:**

- o Elite Series Stratocaster Neck, Ebony - \$599.99
- o Elite Series Stratocaster Neck, Maple - \$499.99
- o Elite Series Telecaster Neck, Ebony - \$599.99
- o Elite Series Telecaster Neck, Maple - \$499.99

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.

ABOUT AUTHENTIC HENDRIX, LLC:

Founded by Jimi Hendrix's father, James "Al" Hendrix, and owned and operated by his personally chosen members of the family; Experience Hendrix, L.L.C. and its wholly owned subsidiary Authentic Hendrix, LLC, manage the globally recognized Jimi Hendrix copyrights and trademarks. Their administration of the exclusive right to Jimi Hendrix's music and lyrics, plus an extensive photo archive, helps create a legacy of products that mirror Jimi's own creative vision. Visit us online at <http://www.jimihendrix.com>

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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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COPY LINK

<https://fender.pr.co/271686-fender-debuts-new-accessories-lines-launching-summer-2018-with-modern-takes-on-fender-classics/>