

FENDER® ANNOUNCES HIGHLY- ANTICIPATED JIMI HENDRIX™ STRATOCASTER® GUITAR

SCOTTSDALE, Ariz. (Oct. 28, 2015) - Just in time for the holidays, Fender announces the Jimi Hendrix Stratocaster guitar, one of the most highly anticipated musical instruments in recent years.

Honoring the electrifying player who catapulted the Stratocaster guitar and its tremendous sonic flexibility into a new orbit, the Jimi Hendrix Stratocaster is full of incendiary tone and classic style. This extraordinary instrument features reverse engineering and classic appointments based on his distinctive flipped-over guitars.

The scarcity of left-handed Stratocaster guitars in the late 1960s required Jimi to flip over right-handed guitars and restring them to suit his southpaw approach. The resulting “reverse” headstock and angled bridge pickup gave Jimi’s Stratocaster a unique tonal response and a distinctive look. These custom features have been incorporated into the new Jimi Hendrix Stratocaster for the right-handed masses. The headstock produces a longer string length for the bass strings, creating a tighter playing feel along with easier bending and vibrato on the treble strings. A trio of unsurpassed American Vintage ‘65 single-coil pickups includes a reverse-slant bridge pickup, producing uniquely inspiring tone with a tight, warm sound and enhanced upper harmonics and definition. The highly versatile 9.5”-radius “C”-shaped maple neck with medium jumbo frets offers a flatter playing surface—ideal for chording while simultaneously allowing you to bend notes to the stratosphere.

Commemorating Jimi Hendrix’s unrivaled legacy, the large ‘70s-style headstock bears the guitarist’s signature on the back. A unique neck plate displays a shoulders-up silhouette of the man himself, leaving no doubt as to the inspiration behind this guitar. Available in classic Black or Olympic White, both with chrome hardware and including a gig bag, the Jimi Hendrix Stratocaster allows guitarists to experiment from Jimi’s altered axis point-of-view and unleash their own music.

For more information, go to www.fender.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

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