

FENDER® RELEASES LIMITED EDITION JIMI HENDRIX™ MONTEREY STRATOCASTER® IN HONOR OF MONTEREY INTERNATIONAL POP FESTIVAL'S 50th ANNIVERSARY

**2017 ARTIST SIGNATURE SERIES MODEL PAYS HOMAGE TO
HENDRIX'S BREAKOUT PERFORMANCE, PAINTED STRATOCASTER
FAMOUSLY BURNED DURING THE STORIED MUSICAL GATHERING**

HOLLYWOOD, Calif. (August 15, 2017) – Fender Musical Instruments Corporation (FMIC) today announced the launch of its newest addition to the Artist Signature Series: the Jimi Hendrix™ Monterey Stratocaster®; it honors the late and great rock icon, whose persona and legacy is not only synonymous with the Fender Stratocaster, but also rock 'n' roll at large. Jimi Hendrix took the world by storm with his incredible 1967 Monterey Pop Festival performance, which he concluded with the sacrificial burning of his now-iconic, hand-painted Stratocaster. First revealed at Summer NAMM 2017 in Nashville, Tenn., and available only for the remainder of this year, the new limited edition Jimi Hendrix™ Monterey Stratocaster® celebrates the 50th anniversary of this milestone in music history.

"Jimi created something amazing, embodied in Monterey with his now legendary hand-painted Fender Stratocaster," said Janie Hendrix, CEO/President, Experience Hendrix LLC and Authentic Hendrix LLC. "In many ways, it was a representation of who he was. We wanted Jimi enthusiasts from all walks of life to be able to enjoy the magic of his art in this form. Making it beautiful and attainable is a wonderful way to celebrate the anniversary of an incredible moment in time."

Jimi Hendrix wholly embraced the Fender Stratocaster as his preferred instrument. Like no artist before or since, his imagination and unparalleled skill as a guitarist created seemingly infinite possibilities for the Stratocaster. Successive generations of musicians have recognized this unique bond between artist and instrument. Iconic performances at the

Monterey International Pop Festival and Woodstock have inspired generations of guitarists everywhere to embrace the Stratocaster more than ever.

The Jimi Hendrix™ Monterey Stratocaster®, priced at \$899.99, captures all of the energy of his unforgettable set-ending finale at the Monterey International Pop Festival in 1967. An homage to the spectacular performance that quite literally burned its way into our pop culture conscience, the Jimi Hendrix™ Monterey Stratocaster® faithfully replicates his hand-painted psychedelic artwork on the body of the guitar. A trio of vintage-style single-coil Stratocaster pickups give this '60s-style, Fiesta Red Strat® its classic Fender sound. Bell-like and articulate, it has plenty of singing sustain for soloing. The "C"-shaped maple neck bears a vintage-style 7.25"-radius pau ferro fingerboard with 21 vintage-sized frets for a playing feel just like the original. The six-screw synchronized tremolo is perfect for unleashing dive-bombs and other sonic expressions. Fully authorized, the Stratocaster features an exclusive etched Authentic Hendrix™ neck plate.

"It's an honor to celebrate such an iconic musical moment and Jimi Hendrix's legacy on the eve of the 50th anniversary of the Monterey Pop Festival," said Justin Norvell, SVP, Fender Products. "The Stratocaster was at the heart of countless, iconic Hendrix performances, but Monterey marked his arrival in the United States as a musical force – and Fender is proud to have been a part of that moment. The fiery culmination of Hendrix's set went down as one of the most-iconic images of the 20th century. Although little of the guitar remained afterward, a detailed examination of photos and video from the performance helped us develop our version of the original guitar, down to the detailed nail-polish artistry."

In true tradition, Fender's Artist Signature Series models honor popular and iconic musicians through product progression and storytelling, creating instruments inspired by the unique specifications of the world's greatest guitarists. A showpiece for any music-lover's collection, the limited-edition Jimi Hendrix™ Monterey Stratocaster® not only preserves the memory of one of the most visually and sonically spectacular performances in all of rock history, but it also allows fans worldwide to have a true Jimi Hendrix experience with detailed artistry and craftsmanship – all at an accessible price point.

For an image of Jimi Hendrix burning his original Stratocaster® at the Monterey Pop Festival, [click here](#). For additional high-resolution product images, please click [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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JIMI HENDRIX™ MONTEREY STRATOCASTER® - \$899.99

It's been 50 years since Jimi Hendrix took the world by storm with his incredible Monterey Pop Festival performance, which he concluded with the sacrificial burning of his now-iconic hand-painted Stratocaster. Destroyed during the fiery culmination of his set, this one-of-a-kind guitar survived only in photos and film. To celebrate the 50th anniversary of this milestone in music history, Fender created the limited-edition Jimi Hendrix Monterey Stratocaster. A trio of vintage-style single-coil Stratocaster pickups give this Strat® its classic Fender sound. Bell-like and articulate, it has plenty of singing sustain for soloing. The "C"-shaped maple neck bears a vintage-style 7.25"-radius pau ferro fingerboard with 21 vintage-sized frets for a playing feel just like the original. The six-screw synchronized tremolo is perfect for unleashing dive-bombs and other sonic expression. An homage to Hendrix's spectacular Strat, right down to the hand-painted nail-polish artwork that burned its way into our memories, the Jimi Hendrix™ Monterey Stratocaster® also features an exclusive etched Hendrix neck plate.

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/271730-fender-releases-limited-edition-jimi-hendrix-tm-monterey-stratocaster-in-honor-of-monterey-international-pop-festival-s-50th-anniversary/>