

Fender Musical Instruments Corp. and Ford Motor Company made some noise together at the 37th Annual Barrett-Jackson Collector Car Event in Scottsdale, Ariz., Jan. 12-20, 2008, which racked up more than \$88 million in sales and a record-setting attendance of 280,000 automotive lifestyle enthusiasts.

A highlight of the weeklong event was the auction of Saturday night, Jan. 19, when a limited edition 40th Anniversary Ford Shelby GT500KR "King of the Road" Mustang coupe and matching Fender Stratocaster guitar raised \$550,000 for the Juvenile Diabetes Research Foundation. The 540-horsepower Mustang is one of approximately 1,000 built, and is the first and only car offered with a "segment-exclusive" glass roof complete with Shelby's signature racing stripes frosted on the glass.

The Stratocaster, first of a 100-piece limited edition run (serial number 000), features a replica of Carroll Shelby's autograph, plus the Cobra logo, Shelby hood stripes and a hand-painted "GT500KR" body graphic. The guitar's neck has a "Powered by Ford" custom graphic on the back, and the fingerboard has "GT500KR" and "Shelby" mother of pearl inlays at the 7th and 12th frets. The guitar's hardshell case is custom-embroidered with Ford and Shelby graphics.

"The Fender relationship is a natural fit—we find that our consumers are very much alike," said Robert Parker, Ford Car Division marketing manager. "Ford and Fender customers are equally passionate about their cars and guitars."

Throughout the weeklong event, Fender's specially created environment within the Ford booth featured hourly live musical performances and daily Stratocaster giveaways on the main stage. Guests could also play guitars and basses, recording their sounds onsite into Ford USB flash drives that could then be played back in Ford vehicles equipped with the Microsoft SYNC audio system. There was also a "Fender-ized" Ford Mustang customized with a prototype Fender car audio system developed by Fender Licensing partner Panasonic Audio Systems and a built-in Fender G-DEC 30 guitar amplifier in the trunk.

"Fender is extremely proud to partner with Ford during this year's Barrett-Jackson event, both from a charitable perspective and in an effort to spread the spirit of rock 'n' roll within the Ford environment," said Brian Tedeschi, Fender Musical Instruments Corp. business affairs manager. "We're ecstatic that we were able to help Ford raise more than half a million dollars for charity, as well as make a little noise at Barrett-Jackson by providing entertainment and musical experiences to car enthusiasts from around the world."

Press Release

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