

CARS & GUITARS



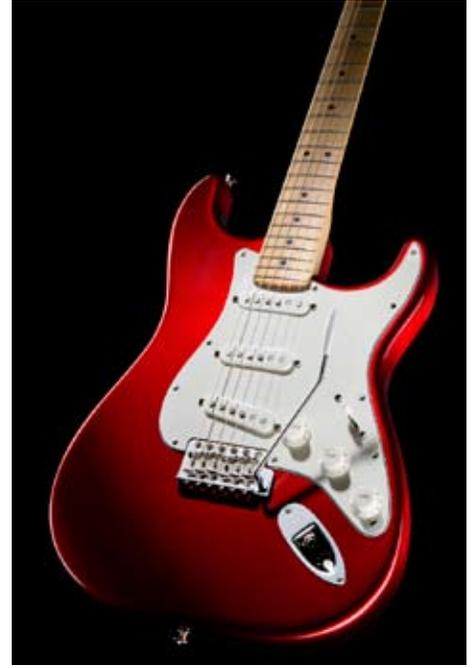
July 10 - Oct. 16, 2010

Nothing says summer fun like good music and fast cars. This exhibition features Scottsdale-based Fender Musical Instruments-themed guitars, cars and memorabilia and Sucker Punch Sally's motorcycles. During the run of the exhibition, visitors will be able to see videos, listen to music, play Wii RockBand® in the Best Buy at Tempe Marketplace Lounge and read books about rock 'n' roll history.

Exhibition Partners: Friends of Tempe Center for the Arts, Fender Musical Instruments, Sucker Punch Sally's Diner, Best Buy of Tempe Marketplace and Cortez Coffee.

About Fender®

From modest beginnings in 1946 to its current status as a cultural icon, Fender has touched and transformed music worldwide and in every genre: rock 'n' roll, country, jazz, rhythm and blues and everything in between. From beginners and hobbyists to the world's most acclaimed artists, musicians have used Fender instruments to bring their dreams to life while changing the world along the way.



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In the 1940s, Southern California inventor Clarence "Leo" Fender, a modest inventor and businessman with a special skill for electronics, founded a company that would imagine, invent, design, create and deliver the world's most important and reliable tools of the recording and performing musician's trade, including industry-leading amplifiers and iconic instruments such as the Telecaster®, Stratocaster®, Precision Bass® and Jazz Bass® guitars.

Throughout the 1940s, standard upright acoustic basses of the era could seldom be heard beneath the rumble of ever-growing pop and big bands. In 1951, Fender changed all that with the advent of the Precision Bass, an instrument that was easily heard and powerfully "felt." The instrument became so popular that for years any electric bass guitar was often referred to as a "Fender Bass."

Actively producing and marketing some of the most innovative electric instrument amplifiers as early as 1946, the company went on to perfect the art of sound reinforcement with the introduction of the Bassman® amp in 1951, followed by the legendary Twin Amp® in 1952; products that have been recognized as undeniable industry standards in sound ever since.

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Individual attention is given to every guitar in the Fender factory.

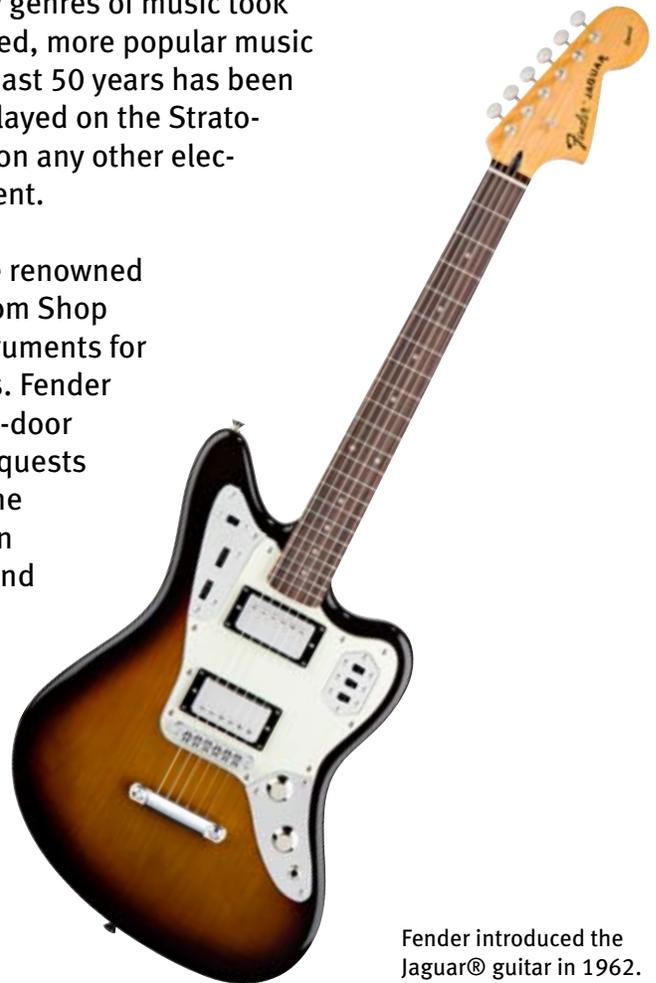
In 1954, Fender released what would become the most popular, recognizable and influential electric guitar of all time—the Stratocaster. The soon-to-be-famous instrument featured a comfortably contoured body, three pickups (allowing a multitude of tones never heard before) and a tremolo system that allowed players to mimic popular lap- and pedal-steel tones, all while remaining in tune.

With Fender guitars in the hands of artists such as Buddy Holly, Eric Clapton and Jimi Hendrix to name only a few, entirely new genres of music took shape. Indeed, more popular music during the past 50 years has been made and played on the Stratocaster than on any other electric instrument.

By 1987, the renowned Fender Custom Shop

opened in Corona, Calif., creating dream instruments for professional guitarists and guitar enthusiasts. Fender always recognized the importance of an open-door policy for musicians, accommodating their requests for specific features on an individual basis. The Fender Custom Shop has since become known worldwide as the pinnacle of craftsmanship and instrument artistry.

Since its founding, Fender has grown dramatically in stature and still creates everything guitarists and bassists need, from instruments, amplifiers, strings and accessories to professional audio products. Fender became the world leader by defining the sounds audiences hear, by meeting the needs of musicians and by continuing to create quality products. As Fender forges into the 21st century, it continues to be driven by the same passions that inspired its founder and his passion and eternal love for music.



Fender introduced the Jaguar® guitar in 1962.

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Fender® teams with SuckerPunch Sally's

2009 Toyota Tundra®

Fender and local custom chopper builder, SuckerPunch Sally's, teamed up with Toyota® Racing to reincarnate this 2009 Toyota Tundra® into a 1950's-style hot rod. Toyota supplied the flat black Tundra Regular Cab 4x2 equipped with a Toyota Racing Development (TRD) supercharger kit, boosting performance to over 500 horsepower.



A full custom tuck 'n' roll interior including headliner, carpet and hand-turned brass dashboard controls were added at SuckerPunch Sally's manufacturing facility, in Scottsdale. A flamed maple-lined cargo deck was added with the same wood used to build some of the world's finest guitar necks, courtesy of the Fender Custom Shop.

Toyota Tundra features

- Candy red hotrod flames
- Toyota Racing Development (TRD) custom wheels
- Toyota Racing Development (TRD) supercharger kit
- Full custom tuck 'n' roll interior
- Custom headliner and carpet
- Hand-turned brass dashboard controls
- Custom, flamed maple wood cargo deck
- Custom aluminum side panels and railing
- TRD exhaust
- 1950s Toyota logo in grill

SuckerPunch Sally's Fender Triumph



This fine piece of Brit iron is a Triumph Thruxton overhauled by the Arizona custom shop.