



fender + hp

ロックンロール野郎。Fels un rolle, geck. Rock and roll, dude.

In more than 100 countries, HP technology is helping to put Fender guitars in players' hands. With solutions for everything from customer service to faster, more efficient shipping. An improvement that translates into any language.

Protecting the legend.

Fender is more than a company. It's a legend. And HP technology is helping to bring that legend to the whole world. That process started by updating Fender's technology infrastructure to increase efficiency, reliability and customer support. Improvements were made everywhere from the servers that handle customer orders to the HP workstations now used to design Fender amplifiers.

The future of Fender.

With HP technology solidly behind it, Fender is now poised for unprecedented growth. They have already acquired several niche guitar and amplifier companies that are helping them grow into new markets. (At the same time maintaining the individual integrity of each - something that's good for guitar players everywhere.) And with the new Fender Audio division, they're also expanding into other areas of the music industry. The partnership is a good one that remains focused on one simple goal. To keep the Fender sound safe, true and alive.

