



Teufel and Fender Partner to Debut ROCKSTER Speaker Series

Three Premium Bluetooth Speakers Blend High-End Teufel Audio with Fender's Sonic Legacy

SCOTTSDALE, Ariz. and BERLIN, Germany - June 27, 2024 - [Teufel](#), the German speaker manufacturer known for designing and engineering premium audio products since 1979, and [Fender Musical Instruments Corporation \(FMIC\)](#), the world's leading guitar manufacturer, today announce the launch of the new [ROCKSTER Series](#), a range of high-quality Bluetooth speakers made to turn everyday moments into unforgettable events.

Since 1946, Fender has cemented its footprint as a leader in sonic innovation. From its groundbreaking amplifiers and the lap steel guitar to the introduction of the iconic Telecaster® and Stratocaster® guitars, which celebrates its 70th Anniversary this year, founder Leo Fender transformed the signal chain and forever altered the music landscape.

Berlin-based Teufel has been designing and engineering audio products since its founding in 1979, and has become an acclaimed consumer electronics brand, known worldwide for its premium design and audio quality.

United by the rally of "Here to be Heard," the two iconic brands have joined forces to create speakers that both look and sound outstanding, melding Teufel's legendary German-engineered audio with the iconic Fender® design and aesthetic that are loved by millions of musicians and artists globally.

"We're very proud to be introducing the ROCKSTER™ Series in collaboration with Fender and to be offering our proven Bluetooth speaker technology in the United States for the first time," said Sascha Mallah, Managing Director, Teufel. "The Fender® x Teufel™ ROCKSTER™ series is designed for audio lovers, and we know the fans and customers will truly hear the difference in sound quality. Paired with Fender's innovation and design input, the ROCKSTER™ Series really stands apart on the market."

ROCKSTER™ Series

The three speakers in the Series - ROCKSTER AIR 2, ROCKSTER CROSS, and ROCKSTER GO 2 - are each designed to meet different audio needs and be used at home and on-the-go, from the performance- and stage-ready ROCKSTER AIR 2 to the easy, waterproof portability of ROCKSTER GO 2. All feature Teufel's

crisp, powerful audio and vintage touches of Fender including the classic chrome logo and an included Fender-branded guitar pick.

- **ROCKSTER AIR 2 - \$599.99:** The ROCKSTER Air 2 is a premium Bluetooth party speaker made for live events and the stage. A high-capacity battery powers hours of playback at max volume, and the high-resolution audio goes deep and with enough power for an 80-person party in stereo configuration.
- **ROCKSTER CROSS - \$249.99:** Straddling the border between maximum portability and powerful true stereo sound, the water-resistant ROCKSTER CROSS comes jam-packed full of the finest in audio technology including a high-performance and fast-charge battery and Teufel's signature Dynamore® system which creates a uniquely wide soundstage.
- **ROCKSTER GO 2 - \$129.99:** The ROCKSTER GO 2 comes outfitted with everything a true adventurer needs - a durable design that houses premium components for true stereo sound with striking bass and the integration of Teufel Dynamore® technology. The ROCKSTER GO 2 is IP67 rated for dust- and water-proofing, and will keep playing in pouring rain or even if it falls in the pool.

“Fender and Teufel is a fantastic cooperation because both companies are in love with great sound,” said Justin Norvell, Executive Vice President, Product, FMIC. “When we’re going to put the Fender® brand on something we really need to believe in it and make sure that it sounds great, and we partnered with Teufel™ because the audio is amazing and the products are top notch.”

For full ROCKSTER Series specifications visit <https://us.teufelaudio.com>. For product and lifestyle images, click [HERE](#). The ROCKSTER Series is available in the [United States](#) and the European Union. Visit <https://teufelaudio.com> and select your country or region at the top of the page for location-specific details.

Join the conversation on social media by following @Fender, and Teufel on Facebook at @teufelaudioint and Instagram at @teufelaudio_us.

###

ABOUT TEUFEL: FROM BERLIN WITH SOUND SINCE 1979

Good sound is about more than music - it's the way you listen. Since 1979, Teufel (pronounced “toy-fell”) has been designing and engineering audio products in the heart of Berlin, Germany. Our speakers are made for audio fans by audio fans because good sound takes passion. Europe's most established and reputable direct-to-consumer audio brand, Teufel has 10 brand stores and offers more than 300 products and accessories including home cinema systems, TV sound systems, classic Hi-Fi, headphones and Bluetooth and multiroom speakers. Learn more at: <https://us.teufelaudio.com>.

ABOUT FENDER MUSICAL INSTRUMENTS CORPORATION:

Founded in 1946, Fender's worldwide guitars, amps, pedals and accessories have been played on more stages than any other company in the industry. For nearly 80 years, Fender has created innovative musical equipment and 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 2021, Fender celebrated 75 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. Join the conversation on social media by following @Fender across social platforms.

Teufel Media Contact, North America:

Matt Bennett

ECHOS Brand Communications

matt@echoscomm.com

FMIC MEDIA CONTACT:

Fender Musical Instruments Corp.

Press@Fender.com

FENDER (standard and stylized), Telecaster and Stratocaster are trademarks of Fender Musical Instruments Corporation and/or its affiliates, registered in the U.S. and other countries.

TEUFEL (standard and stylized) and ROCKSTER are trademarks of Lautsprecher Teufel GmbH, registered in the U.S., Europe and other countries.

All other product and company names may be trademarks of their respective owners and may be used herein under license. Use of them does not imply any affiliation with or endorsement by or of the respective owners.