

AUTOMOTIVE

Lexus, Fender release limited edition guitar

October 6, 2021



The Fender Lexus LC Stratocaster guitar. Image credit: Lexus

By LUXURY DAILY NEWS SERVICE

Toyota Corp.'s Lexus and American musical instrument manufacturer Fender have partnered to bring music fanatics a custom built, limited edition Fender Lexus LC Stratocaster guitar.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Designed by principal master builder Ron Thorn, the guitar celebrates both companies' passion for design and technology. An exclusive piece, Fender Custom Shop will only be releasing 100 units of the special guitar.

"When we saw the first iteration of this Stratocaster, we could not believe how well it matched the original LC 500 Inspiration Series," said Vinay Shahani, vice president of marketing at Lexus, in a statement. "It is amazing to see this partnership come together based on our respective brands' mutual admiration for one another.

"Seeing our structural blue color represented in this Stratocaster guitar illustrates endless possibilities of creativity, and we are honored to have been a part of this creation."

Intersection of auto and music

The paint on the guitar is the same paint that was used on the Lexus LC 500 coupe and convertible Inspiration Series, of which only 200 vehicles were produced for the United States.

The blue paint aims to personify the curvature of the LC 500 vehicle, and now the guitar. Interestingly, the paint does not contain any blue material, but appears blue due to light interference.

The Fender Lexus LC Stratocaster features the automaker's color-shifting blue paint and carbon-fiber pickguard

The neck of the guitar was produced from 3A flame maple and finished in high-gloss urethane, introducing some Fender woodworking tradition in contrast with the instrument's visual elements.

For the first time, the fingerboard is made of deep-blue polished richlite, a composite material known for its tonal properties, structural stability and resistance to wear and moisture.

The limited edition guitar's fingerboard also features a flatter 12 inch radius and 22 medium-jumbo stainless steel frets.

Additionally, the fasteners on the pickguard are black button head machine screws, while the pickups are Fender's latest version of its noiseless single coils.

The headstock face is finished in structural blue with a chrome Fender logo, while the custom case is wrapped in carbon fiber textured vinyl with black leather ends and the Lexus logo embroidered inside the lid.

The guitar retails for \$6,000.

Lexus debuted its campaign for the 2021 LC 500 convertible, its first in five years, in August 2020. Through the campaign, Lexus encouraged individuals to get out and experience freedom after being cooped up indoors from COVID-19 lockdowns ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.