NGD: Fender Mustang

by **natthu** » 20 May 2013, 08:13

Just arrived today...

Fender Mustang (CIJ) MG73/CO "Old Candy Apple Red" with competition stripe and matching headstock.

I wasn't looking to buy a Mustang, but this came up for a good price, and it is *exactly* what I would specify if I had to choose a colour scheme myself... Sooooo pretty....

The colour in the sun:

Full Frontal:

natthu

Re: NGD: Fender Mustang

by **Alonious_Monk** » 20 May 2013, 08:30

That's looking pretty damn sweet my good man!

Fine choice I'm not a 'stang guy myself, but that's nice!

Alonious_Monk

Re: NGD: Fender Mustang

by **BearBoy** » 20 May 2013, 09:40

That's lovely Natthu - congrats

It's a real shame Fender don't import more of the Japanese Mustangs. They make some really sweet looking ones.

BearBoy

Re: NGD: Fender Mustang

by **natthu** » 20 May 2013, 13:06

> *Alonious_Monk wrote:*
> *Fine choice*

Cheers Bro

> *BearBoy wrote:*
> *It's a real shame Fender don't import more of the Japanese Mustangs.*

There are plenty of sources in Japan you can buy them from. The Japanese are fantastic at packing things safely and gear usually arrives in a timely manner (to Australia anyway, maybe not to the UK?)

I think eBay seller "Tokyowax" had this exact same guitar for sale last week (might still be up?) for a good price with cheap shipping (if I were to buy it, it would end up costing me just $10 more than what I paid for mine + shipping)... If you're looking for new instead, the prices on Japanese Fender Offsets almost doubles, but there are plenty of sellers in Japan who will sell them to you aswell. Ishibashi is probably the best known shop (I haven't used them myself, but I've heard good reviews).

I agree, it is a shame we don't see more Japanese Fenders worldwide. They are excellent quality and usually a more affordable version of similar US built guitars.

natthu

Re: NGD: Fender Mustang

by **BearBoy** » 21 May 2013, 09:09

I *think* shipping to the UK takes quite a bit longer than it would do to Australia. The bigger issue though is the import taxes we get hit with over here

BearBoy

Re: NGD: Fender Mustang

by **natthu** » 21 May 2013, 12:42

Oh... damn... that's right. I forgot you guys have such an over zealous customs service.
We're really lucky here, no import tax on items costing less than $1000... (or thereabouts)

natthu

Re: NGD: Fender Mustang

by **sclitheroe** » 21 May 2013, 21:53

I love the stripe.

Why did Fender set up manufacturing in Japan originally? I've never understood or known about the history behind that. Lower cost places like Mexico, China, Korea, etc, it's fairly obvious why you'd send some of your manufacturing there, but Japan seems like an odd choice. Was Japan a lower cost place to manufacture in the early 80's when they opened their subsidiary there?

-Scott

sclitheroe

Re: NGD: Fender Mustang

by **natthu** » 21 May 2013, 22:28

I think it may have been a case of "If you can't beat 'em join 'em"....
It's a little more complicated than the following, but this is vaguely the situation:

Japan has always been known for making excellent quality guitars, and many brilliant knock-offs used to come from Japan.
There were plenty of "Lawsuit" Fender copies made in Japan, some of them are said to be of better quality than the originals built at the same time in the Fender factory in the USA. A friend of mine has a Tokai Telecaster (with correct shaped headstock)... it's brilliant. It's the only Japanese lawsuit copy I've ever played, so I can't really comment personally on Japanese copies in general... but that Tokai is gorgeous.

I think it got to the point where Fender just decided to get these factories in Japan to start slapping "Fender" decals on what they were already making. Fender does not run the Japanese factories which make their guitars, they just

licence Japanese companies to use Fender designs and the Fender logo. I think Ibanez build their guitars in some of the same factories as Fender in Japan (Japanese Ibanez guitars are also excellent quality).

This is also possibly the reason you don't see that many Japanese built Fenders outside of Japan. Fender USA basically has to buy its own guitar designs back off of Fender Japan (which is really a consortium of Japanese distributors, more than a guitar company) to sell them elsewhere.

natthu

Re: NGD: Fender Mustang

by **DB Cooper** » 22 May 2013, 01:42

Super nice Mustang, natthu! Have you had a chance to give it a once or twice over?

DB Cooper

Re: NGD: Fender Mustang

by **sclitheroe** » 22 May 2013, 03:17

Thanks! That actually makes a lot of sense - I had completely forgotten that they were losing marketshare due to those Lawsuit instruments.

In general, would a modern Japanese consumer be more amenable to a domestically produced product, or would a genuine USA Fender carry more cachet in that market?

-Scott

sclitheroe

Re: NGD: Fender Mustang

by **natthu** » 22 May 2013, 04:02

I think in general, the Japanese prefer to buy domestic goods. I don't know if that extends to music gear, but I don't see many second hand US guitars for sale in Japan (like almost zero). There is a fairly big market for instruments in Japan, which I'm guessing is why they don't need to export many MIJ/CIJ Fenders... But that's just me guessing..

natthu

Re: NGD: Fender Mustang

by **natthu** » 22 May 2013, 04:06

> *DB Cooper wrote:*
> *Super nice Mustang, natthu! Have you had a chance to give it a once or twice over?*

Yep, plays beautifully, sounds great. The set up was perfect from previous owner...

natthu

Re: NGD: Fender Mustang

by **skugga** » 22 May 2013, 06:56

> *natthu wrote:*
> *I think in general, the Japanese prefer to buy domestic goods. I don't know if that extends to music gear, but I don't see many second hand US guitars for sale in Japan (like almost zero). There is a fairly big market for instruments in Japan, which I'm guessing is why they don't need to export many MIJ/CIJ Fenders... But that's just me guessing..*

The MIJ market is even more confusing than that. The domestic sales license for Japan seems to be held by one wholesaler, who gets 3-4 different local companies to make Fenders for them but not for export. Then there's yet another company that makes Fenders for Fender USA for export (as MIJ) and limited domestic sales. But the companies all seem to change around depending on the era and one of the big ones Fugigen (who make most Ibanez and others) has a whole stack of smaller sub companies that get involved as well....

The whole MIJ v CIJ came about because of contracts overlapping with one manufacturer for just a few years so they could tell which contract it was on or something....

After reading up on it all I need a drink

skugga

Re: NGD: Fender Mustang

by **DasBeef** » 24 May 2013, 00:27

Awesome. You knew I'd approve of this guitar, and this guitar buying behaviour!

DasBeef

Re: NGD: Fender Mustang

by **natthu** » 24 May 2013, 06:08

Indeed I did. When I bought it I thought "there is no way Beef will not approve of this purchase"....

natthu

Re: NGD: Fender Mustang

by **Franzoni** » 29 May 2013, 10:00

First off nice guitar.....

I had a long term loan once of a original early 60's Jag that had the matching headstock...I also saw a few original 60's strats that had similar...looks really nice.....

I've had a few Jap Fenders and Japanese guitars in general...I've also had a couple of effects pedals they make as well.... and by and large their guitars not too far off the American ones...the rosewood board ones you can see a little bit of the difference with the jap ones needing a bit of oil and in general possibly a pickup upgrade but apart from that they are to me excellent guitars....

AFAIK after the Fender buyout from CBS in the 80's Fender had no production facilities so licenced the guitars out to the Japs.....also AFAIK they sent them the original 50's and 60's blueprints and we all know what the Japanese are like when it comes to detail..... ....

I would tell anyone who comes across a late 80's to mid 90's Japanese Fender or Squier to seriously check it out especially if the price is right....I have two , a Strat and a Tele plus the Yamaha SG2000s..the quality of these guitars are starting to be recognised as only last week I saw a local ad offering to swap a mid noughties Gibson Les Paul with a lovely flame type finish for a SG 2000s.... ...have to say I was tempted for a few minutes but I have the SG over 20 years and it would be like losing a friend at this stage.....

I see Fender Japan are now making a 6/12 stratocaster double neck.....

Franzoni

Re: NGD: Fender Mustang

by **Mully** » 29 May 2013, 12:24

sweet axe..... someday I'll get my Mustang/Musicmaster/DuoSonic (I'll take any of the three though I'd prefer the Musicmaster) if the Price is right....

Mully