**Blood, Sweat, and Gear: 25 Years of Mojotone**

*Manufacturer celebrates silver jubilee with major website makeover, retrospective video interview*

**BURGAW, NC, August 12, 2025 –** [**Mojotone**](http://www.mojotone.com/)**, in celebration of its 25th anniversary, has just launched a refreshed website design that comprehensively presents its vast catalogue of vintage reproduction parts, amplifier kits, and custom cabinet, speaker, and pickup offerings. The company has also released a retrospective video interview with co-founders Michael McWhorter and Andy Turner that explores the company’s history from its founding in the early 2000s as a small, print catalogue-driven enterprise to its current status as one of the leading manufacturers of high-quality, hand-crafted goods in the pro audio/MI industry. For more information, please visit:** [**https://mojotone.com/**](https://mojotone.com/)

[**Watch ‘Celebrating 25 Years of Mojotone’**](https://www.youtube.com/watch?v=o5mIVjojvEg)

**Vintage supply, modern approach**

Mojotone initially began as an extension of Turner’s instrument and amplifier repair shop in Winston-Salem, NC, supplying vintage and reproduction parts for guitars and amplifiers. Upon realizing the size and enthusiasm of the market, they quickly adopted a more ‘full-service’ vision that put their experience and expertise to the forefront in an industry that was well on its way to an analog revival. “The boutique amplifier and pedal market was just starting to take off and there was a real need for suppliers and educators who understood vintage-style circuits,” Turner explains. “We decided to put this knowledge at the forefront of everything we did and prioritize educating the market while also providing them with the best possible parts..”

In addition to serving vintage enthusiasts, Mojotone quickly made themselves an ally to manufacturers, supplying OEM cabinets, parts and expertise to major brands such as Gibson as well as burgeoning boutique amplifier makers like Budda, Germino, Swart, Victoria, and more. These efforts naturally led to collaborations with artists as well as touring techs for Weezer, Green Day, Neil Young, Phish, Jack White, John Mayer. “It all comes back to that mindset of offering the best equipment we can and trying to solve issues that we felt hadn’t been solved,” McWhorter states. “It’s driven us to develop these new product lines for our own satisfaction, and ultimately attracted interest from some of our most exciting artist partners.”

One of the most notable has been [Lerxst](https://lerxstamps.com/) – a cooperative effort with Rush’s Alex Lifeson that has resulted in a line of amplifiers, guitars, pickups, and effects inspired by the influential guitarist’s tone journey. The high-profile partnership provides insight into the next leg of Mojotone’s plans. “It's a different way for an artist to have ‘signature’ equipment – more holistic with a larger focus on the artist’s involvement and catering directly to their fans, rather than trying to appeal too broadly,” McWhorter explains. “They get 100% control of what happens, and we get to enjoy that collaboration and create something fresh and interesting for the market.”

**The next generation of Mojo**

Expanding the company’s product lines and artist relationships has also provided Mojotone with continued opportunities to expand their education and community-engagement efforts. The company now provides regular classes on amp manufacturing and pickup winding, as well as outreach efforts to local educational institutions. All of these efforts serve to seed the next generation of passionate craftspeople in the industry.“We really want to change the perception of manufacturing in this country and show how it can lead to meaningful, exciting careers built on craftsmanship and innovation,” explains Turner. “We have such a passion for all of this, and being able to share that with the youth guarantees that this knowledge will be passed on and continue to develop and grow.”

“Over the past 25 years, we’ve helped so many people realize their dreams, start businesses, and create great music – all of this stems from that initial desire to share our experience and knowledge of musical instruments,” concludes McWhorter. “We’ve very proud of what we’ve accomplished, and we can safely say that there is much more to come in the next 25 years!”

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**About MOJOTONE**

Mojotone was founded in 2000 by partners Michael McWhorter and Andy Turner as a full-service manufacturer and supplier of modern and vintage-reproduction amplifier and guitar parts. In addition to serving as one-stop-shop parts supplier, the brand also manufactures its own lines of USA-made amplifiers, cabinets, pickups, and guitar pedals, as well as signature equipment for artists such as Alex Lifeson, Johnny Winter, Bill Kelliher, Rene Martinez, and many more.

For more information about MOJOTONE, please visit: <https://mojotone.com/>