



Press Release

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Roland x DW's OxtoberFest 2025 Brings Innovation, Connection, and 20+ New Product Previews



Dealers experience the latest from Roland, DW, DWe, LP, PDP, and Slingerland

Los Angeles, CA, October 16, 2025 — **Roland and Drum Workshop (DW)** joined forces last week for **OxtoberFest 2025**, an exclusive three-day dealer event that brought together the drum industry's top retailers and artists from all over the world for a first-hand look at the latest innovations across the Roland and DW suite of brands. Held October 7–9 in Oxnard, California, the annual OxtoberFest event featured a dynamic mix of over 20 new product previews, interactive roundtables, and live performances. Attendees got a first look at upcoming releases from Roland, DW, DWe, PDP, Slingerland, and Latin Percussion (LP).

New for OxtoberFest 2025, the second day of the event was held at The Canyon in Agoura Hills, a longtime fixture in Southern California's music scene. World-class artists demonstrated new products onstage, allowing dealers to experience the gear through a PA system in a live music venue, all before 3 p.m.

As **Roland/DW Head of Drums and DW CEO Chris Lombardi** welcomed dealers to The Canyon, he added, "The art and craft of drumming culminate here with our brands today. As a dealer, you demonstrate your sincere commitment to customers just by being here, and you are

the most important conduit. Engage, learn, take notes, and have fun! As you can see, we changed the venue this year to make room for all this incredible new gear and to make the experience as enjoyable as possible.”

In a video message, **Roland Corporation CEO and Representative Director, Masahiro Minowa**, expressed gratitude to event attendees for their participation. He emphasized the uniqueness of showcasing electronic and acoustic drum products together, noting that a shared commitment to innovation and inspiring drummers united everyone present. Minowa also conveyed optimism that the event would foster confidence in the future of everyone’s shared business efforts.

Shane Kinney of Drum Center of Portsmouth found tremendous value in the one-on-one time with brand managers and dealers at OxtoberFest. He added, “It’s invaluable to share our experiences from the past year and connect with new colleagues. After 25 years in this industry, it can be hard to get excited about new percussion product releases. We’ve been to the top of the mountain, but this year, I’m genuinely excited about what’s coming next from these brands. Many products in our industry are evolutionary, but several items showcased today were truly revolutionary.” Kinney is the founder and owner of Drum Center of Portsmouth, the world’s largest drum specialty store, located in North Hampton, New Hampshire.

Several acclaimed artists joined OxtoberFest to celebrate and showcase the highly anticipated new products. **Thomas Lang**, international drumming virtuoso, educator, and former *Modern Drummer* “Best Clinician” award winner, served as event MC and **DWe** demonstrator. He was joined by **Kevin Ricard** (demonstrating for LP), Grammy-winning percussionist known for his work with Stevie Wonder and The Tonight Show Band; **Scott Pellegrom** (demonstrating for PDP), celebrated for his explosive live performances; **Danny Seraphine** (demonstrating for Slingerland), Rock & Roll Hall of Fame inductee and founding drummer of Chicago; **Nate Morton** (demonstrating for Roland), drummer for NBC’s *The Voice*; **Gil Sharone** (demonstrating for DW), virtuoso drummer of Dillinger Escape Plan, Marilyn Manson, and Stolen Babies; and **Dave Elitch** (demonstrating for DW), acclaimed drummer with The Mars Volta, M83, and Weezer. Later in the evening, the artists sat in jamming on the soon-to-be-released gear with the OxtoberFest house band led by **Ed Roth**, including a surprise performance by **Red Hot Chili Peppers drummer Chad Smith**.

“Roland and DW lead the industry and consistently excel at hosting these events, said **Dan Faiano of Alto Music**. “The artists and product previews exceeded my expectations, and I’m excited about bringing this gear to my store. Having attended this event for the past five years, I always find it informative and enjoyable. It’s inspiring to see how these brands continue to drive innovation and shape the future of drumming year after year.”

One of OxtoberFest’s standout moments was the unveiling of the **Roland 3 and 5 Series V-Drums**, officially launching to the public today. Dealers were the first to experience this expansive new series, featuring newly developed pads, updated hardware, and next-generation sound modules that all deliver the same premium sounds and expansion options as the flagship V71. The key takeaway: flagship sound, available everywhere.

Dana Bentley of Bentley’s Drum Shop, the only dedicated drum specialty store in the Central Valley and one of just seven in California, said, “With 33 years in the industry, I can say this is one of the best events I’ve ever attended. I’m especially excited about the 3 and 5 Series V-Drums kits. With their upgrades and range of price points, they’re a true home run. The sound modules included with these kits break industry norms. While there’s always strong competition from other brands, this lineup clearly sets Roland apart, making the choice easy for customers.”

To learn more, visit [Roland.com](https://www.roland.com).

About Roland Corporation

For more than 50 years, Roland's innovative electronic musical instruments and multimedia products have fueled inspiration in artists and creators around the world. Embraced by hobbyists and professionals alike, the company's trendsetting gear spans multiple categories, from pianos, synthesizers, guitar products, drum and percussion products, DJ controllers, audio/video solutions, gaming mixers, livestreaming products, and more. As technology evolves, Roland and its expanding family of brands, including BOSS, V-MODA, Drum Workshop (DW), PDP, Latin Percussion (LP), and Slingerland, continue to lead the way for music makers and creators, providing modern solutions and seamless creative workflows between hardware products, computers, and mobile devices. For more information, visit [Roland.com](https://www.roland.com) or see your local Roland dealer. Follow Roland on [Facebook](https://www.facebook.com/RolandGlobal), X ([@RolandGlobal](https://twitter.com/RolandGlobal)), and Instagram ([@RolandGlobal](https://www.instagram.com/RolandGlobal)).

About Drum Workshop *Founded in 1972, Drum Workshop, Inc. is widely recognized as the global leader in designing and manufacturing award-winning musical instruments including drums, pedals, hardware, and accessories. Drum Workshop manufactures, markets and distributes an iconic portfolio of brands including DW® Drums and Hardware, PDP®, Latin Percussion®, and Slingerland. Drum Workshop's wide range of products have earned their reputation as The Drummer's Choice and are endorsed by many of the world's top artists including Dave Grohl, Matt Gartska, Chad Smith, Mick Fleetwood, Tommy Lee, Nick Mason, Jim Keltner, and Sheila E., and many other legends. Drum Workshop, Inc. is headquartered in Oxnard, California. Drum Workshop joined the Roland family of brands in October 2022, combining two of the world's best acoustic and electronic drum companies to push the boundaries of innovation for drummers. For more information, visit [DWDrums.com](https://www.dwdrums.com).*

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