



To Meet Growing Consumer Demand, Fender debuts All-New Artist Signature Models, Squier® Affinity and Paranormal Series Additions, California Mini Acoustic Guitars, Amplifiers, Effects Pedals, New Accessories and More

HOLLYWOOD, CALIF. (JULY 8, 2021)—Fender Musical Instruments Corporation (FMIC) continues its 75th anniversary year with new gear personalized for every player to meet their aspirations - from new players and young guitarists starting their musical journey to enthusiasts and seasoned professionals. After welcoming more than one million players into the introduction of guitar, bass and ukulele via online learning app Fender Play® during the pandemic, interest in guitar continues to surge at an all time high. Fender is rising to the occasion, equipping players with the tools they need to fuel their musical expression

Fender today announced a slate of new products for the second half of 2021 via its latest online meeting experience for global dealers. The introductions come as a means to support a growing cohort of pandemic players, songwriters, creators on social media, beginners and, of course, loyal professional musicians while continuing to push the boundaries of innovation. New additions include products across categories – from acoustics, Artist Signature Series electrics and amplifiers to Squier® guitars, pedals and accessories. Fender dealers can access these products via a private interactive portal to explore executive and product video, as well as other visuals via an easy-to-follow user interface.

“As we begin the transition back to openings and look ahead to a music-filled fall and holiday season, we’re doing everything we can to provide dealers with products that will keep both new pandemic players and avid guitarists strumming throughout 2021 and beyond,” said Tammy Van Donk, EVP Sales, Americas and EMEA at Fender. “Our dealers have gravitated to our immersive, online dealer experience in the past year and we’re proud to see how the platform has grown and connected the network. Supporting our dealers is our number one priority.”

“The needs of today’s creators and guitar players are continually evolving, especially with the rise of home recordings and as new players boom from the pandemic,” added Justin Norvell, Executive Vice President, Product at Fender. “To meet this new demand, we’ve woven new specs and elements into these innovative instruments, introducing products that will ease the playing experience and inspire young, new players, but also professionals and fans of some of our most-esteemed Fender artists. From Artist signature and acoustic guitars to amps, pedals, Squier®, accessories and more - there’s something for everyone as we close out our iconic 75th anniversary year.”

2021 NEW PRODUCT INTRODUCTIONS

ARTIST SIGNATURE MODELS

CORY WONG STRATOCASTER® guitar (**\$1,999.99 USD, £2,249 GBP, €2,499 EUR, \$3,699 AUD, ¥319,000 JPY**) The **CORY WONG STRATOCASTER®** is a tribute to Cory’s favorite Fender® guitar, thoughtfully modified to meet the funk master’s needs. The Sapphire Blue

transparent satin lacquer finish recreates the look and feel of Cory's beloved original Strat® guitar, while the scaled-down alder body – slightly smaller than a typical Stratocaster – combined with a modern “D” neck and sculpted body contours deliver a sublimely comfortable playing experience. The instrument features a set of Seymour Duncan® Cory Wong Clean Machine™ pickups that provide classic Strat quack and chime, fine-tuned to achieve his distinctive tone, a maple neck with subtly modified headstock shape, rosewood fingerboard with rolled edges and a compound 10-14” radius, vintage-style 6-screw synchronized Tremolo, deluxe locking tuner, and a Push / Pull pot on Tone 2 that bypasses the 5-way switch and defaults to "Position 4". Also included are a Cory Wong hair tie (for muting the tremolo springs to achieve Cory's rhythm tone), rubber strap lock washer set and custom neck plate. Available July 2021.

J MASCIS TELECASTER® guitar (**\$1,349.99USD, £1,299 GBP, €1,449 EUR, \$2,499 AUD, ¥165,000 JPY**) Alt-Rock icon J Mascis' penchant for running Fender® guitars into stacks of amps to create massive fuzzy riffs, incendiary leads and huge hooks have made his work in Dinosaur Jr., and on solo records, an indispensable part of rock history, influencing countless artists to follow. The **J MASCIS TELECASTER®** guitar recreates one of J's favorite guitars: an original 1958 top-loader Tele® guitar. This was the main axe J used in the mid 90s when he wrote some of Dinosaur Jr. 's most iconic songs and lead work throughout his career. The J Mascis Telecaster® guitar features include a dazzling Dazzling Blue Sparkle finish, mirrored chrome pickguard, custom J Mascis Telecaster® pickups, top-loader bridge and Road Worn® maple neck and hardware. Available August 2021.

KURT COBAIN JAG-STANG® guitar (**\$1,249.99 USD, £1,249 GBP, €1,399 EUR, \$2,299 AUD, ¥159,500 JPY**) The late Kurt Cobain was seen playing a variety of Fender® guitars over the years. Aligned with his unique creative expression, Kurt had designed a one-of-a-kind **JAG-STANG®** guitar, combining his favorite elements of both his Fender® Jaguar® and Mustang® guitars, a unique combo that only Kurt has ideated. Commemorating the 30th anniversary of Nirvana's seminal record “Nevermind,” this Jag-Stang® comes equipped with the same features that made it Kurt's ideal instrument. As per Kurt's 1993 specs, the instrument features an alder body, 24” short scale length, 7.25” radius rosewood fingerboard and vintage-style single-coil and custom humbucking pickups. The Mustang® guitar slider switches provide the flexibility to dial in four distinct settings for a variety of in-

or out-of-phase tones - perfect for recreating Kurt's classic punchy guitar sounds. Available right and left-handed. Available October 2021.

SCREAMADELICA 30TH ANNIVERSARY STRATOCASTER® guitar (**\$1049.99 USD, £1,199 GBP, €1,349 EUR, \$1,899 AUD, ¥143,000 JPY**) Primal Scream's 1991 breakthrough album "Screamadelica" featured a fresh blend of indie-rock songwriting and acid house inspired production, propelling the Scottish rock 'n' roll band to international stardom. The limited edition **30TH ANNIVERSARY SCREAMADELICA STRATOCASTER®** guitar commemorates this pivotal recording with a one of kind all-over graphic of the stunning red, yellow and blue album art – including matching pickguard, pickup covers and knobs. The modern "C"-shaped maple neck with 9.5" radius pau ferro fingerboard and medium jumbo frets provide modern playability and comfort and the vintage-voiced single-coil pickups deliver classic Fender tone. The Screamadelica 30th Anniversary Stratocaster will be available in highly limited quantities from November 2021.

To learn more and for product descriptions of each model click [here](#). For product images click [here](#).

SQUIER®

SQUIER® AFFINITY SERIES™ guitars (**\$249.00-\$299.00 USD, £219-£269 GBP, €249-€299 EUR, \$549-\$649 AUD, ¥ 36,520-¥ 44,770 JPY**) A superb gateway into the time-honored Fender family, the **SQUIER® AFFINITY SERIES™** delivers legendary design and quintessential tone for today's aspiring guitar hero. This guitar and bass lineup features player-friendly refinements such as a thin, lightweight body and a slim, comfortable "C"-shaped neck profile. Each model sports Squier® pickups and sealed die-cast tuning machines with split shaft (guitars) or vintage-style open-gear tuning machines (bass) for smooth, accurate tuning and easy restringing. These models are ready to help lay the foundation for any player at any stage. Available July 2021. **MODELS INCLUDE:**

SQUIER® AFFINITY SERIES™ STRATOCASTER® guitar (**\$249.00 USD, £219 GBP, €249 EUR, \$549 AUD, ¥ 36,520 JPY**) The **SQUIER® AFFINITY SERIES™ STRATOCASTER®** features a 2-point tremolo bridge for superior tremolo action and is loaded with a trio of Squier single-coil Strat pickups with 5-way switching. Available in 3-Color Sunburst (laurel

fingerboard), Olympic White (maple fingerboard), Black (maple fingerboard) and Lake Placid Blue (maple fingerboard).

SQUIER® AFFINITY SERIES™ STRATOCASTER® HH guitar (**\$249.00 USD, £239 GBP, €269 EUR, \$549 AUD, ¥ 36,520 JPY**) The **SQUIER® AFFINITY SERIES™ STRATOCASTER® HH** is loaded with a pair of Squier® humbucking pickups with 3-way switching for genre-defying sonic variety. Available in Olympic White, Burgundy Mist and Charcoal Frost Metallic with a laurel fingerboard.

SQUIER® AFFINITY SERIES™ STRATOCASTER® FMT HSS guitar (**\$299.00 USD, £269 GBP, €299 EUR, \$649 AUD, ¥ 44,770 JPY**) The **SQUIER® AFFINITY SERIES™ STRATOCASTER® FMT HSS** features an eye-catching flame maple top (FMT) and is loaded with a Squier® humbucking bridge pickup and single-coil neck and middle pickups. Available in Sienna Sunburst or Black Burst with a maple fingerboard.

SQUIER® AFFINITY SERIES™ TELECASTER® guitar (**\$249.00 USD, £219 GBP, €249 EUR, \$549 AUD, ¥ 36,520 JPY**) The **SQUIER® AFFINITY SERIES™ TELECASTER®** is loaded with dual Squier® single-coil Tele® pickups with 3-way switching. Available in Lake Placid Blue (laurel fingerboard), Olympic White (laurel Fingerboard), 3-Color sunburst (maple fingerboard) and Butterscotch Blonde (maple fingerboard).

SQUIER® AFFINITY SERIES™ TELECASTER® LEFT-HANDED guitar (**\$249.00 USD, £219 GBP, €249 EUR, \$549 AUD, ¥ 36,520 JPY**) The **SQUIER® AFFINITY SERIES™ TELECASTER® LEFT-HANDED** guitar is available in Butterscotch Blonde with a maple fingerboard.

SQUIER® AFFINITY SERIES™ TELECASTER® DELUXE guitar (**\$279.00 USD, £269 GBP, €299 EUR, \$599 AUD, ¥ 42,020 JPY**) The **SQUIER® AFFINITY SERIES™ TELECASTER® DELUXE** has the refinements of the Squier® Affinity Series™ Telecaster® guitar and is loaded with two Squier® humbucking pickups with individual volume and tone controls. Available in Burgundy Mist (laurel fingerboard), Charcoal Frost Metallic (laurel Fingerboard) and Black (maple fingerboard).

SQUIER® AFFINITY SERIES™ JAZZMASTER® guitar (\$279.00 USD, £269 GBP, €299 EUR, \$599 AUD, ¥ 42,020 JPY) The **SQUIER® AFFINITY SERIES™ JAZZMASTER®** has a modern 2-point tremolo bridge for superior tremolo action and is loaded with two Squier® single-coil Jazzmaster pickups with 3-way switching. Available in Burgundy Mist and Lake Placid blue with a laurel fingerboard.

SQUIER® AFFINITY SERIES™ JAGUAR BASS® H (\$249.00 USD, £219 GBP, €249 EUR, \$549 AUD, ¥ 39,270 JPY) The **SQUIER® AFFINITY SERIES™ JAGUAR BASS® H** features an easy-playing 32" medium scale length and vintage-style open-gear tuning machines. Loaded with a Squier® humbucking pickup for a fat, punchy tone. Available in Lake Placid Blue (maple fingerboard), Black (maple fingerboard) and Charcoal Frost Metallic (laurel fingerboard).

SQUIER® AFFINITY SERIES™ PRECISION BASS® PJ (\$279.00 USD, £249 GBP, €279 EUR, \$599 AUD, ¥ 42,020 JPY) The **SQUIER® AFFINITY SERIES™ PRECISION BASS® PJ** features vintage-style open-gear tuning machines for smooth, accurate tuning. Loaded with a Squier® split single-coil P Bass® neck pickup and a single-coil J Bass® bridge pickup. Available in Lake Placid Blue (laurel fingerboard), Charcoal Frost Metallic (laurel fingerboard), Olympic White (maple fingerboard) and Black (maple fingerboard).

SQUIER® AFFINITY SERIES™ JAZZ BASS® (\$279.00 USD, £249 GBP, €279 EUR, \$599 AUD, ¥ 42,020 JPY) The **SQUIER® AFFINITY SERIES™ JAZZ BASS®** is loaded with two Squier® single-coil J Bass® pickups for a wide variety of tones. Available in Burgundy Mist (laurel fingerboard), Charcoal Frost Metallic (laurel fingerboard), 3-Color Sunburst (maple fingerboard) and Black (maple fingerboard).

SQUIER® AFFINITY SERIES™ JAZZ BASS® V (\$299.00 USD, £269 GBP, €299 EUR, \$649 AUD, ¥ 44,770 JPY) This 5-string **SQUIER® AFFINITY SERIES™ JAZZ BASS® V** is loaded with two Squier® single-coil J Bass® pickups for a wide variety of tones. Available in 3-Color Sunburst (laurel fingerboard) and Olympic White (maple fingerboard).

Also available as a part of the **SQUIER® AFFINITY SERIES™** are new guitar packs which include a **SQUIER® AFFINITY SERIES™ STRATOCASTER® HSS** or a **SQUIER® AFFINITY SERIES™ PRECISION BASS® PJ**, paired with a Fender® amp and all the accessories you

need to turn your affinity for music into a lifelong passion. Available July 2021. **PACK OPTIONS:**

SQUIER® AFFINITY SERIES™ STRATOCASTER® HSS GUITAR PACK (\$329.00 USD, £289 GBP, €329 EUR, \$749 AUD) The **SQUIER® AFFINITY SERIES™ STRATOCASTER® HSS PACK** features a **SQUIER® AFFINITY SERIES™ STRATOCASTER® HSS GUITAR**, a **FRONTMAN 15G** amplifier and all the accessories you need including a padded gig bag, picks, strap and 10' cable. The guitar is loaded with a Squier® humbucking bridge pickup and single-coil neck and middle pickups. The amp delivers 15 watts of pure Fender® tone with clean and overdrive channels, three-band EQ, a headphone jack for silent practice and an aux input for connecting a media device. Available in Lake Placid Blue (maple fingerboard) or Charcoal Frost Metallic (laurel fingerboard).

SQUIER® AFFINITY SERIES™ PRECISION BASS® PJ PACK (\$349.00 USD, £309 GBP, €349 EUR, \$799 AUD) THE **SQUIER® AFFINITY SERIES™ PRECISION BASS® PJ PACK** features a **SQUIER® AFFINITY SERIES™ PRECISION BASS® PJ**, a **RUMBLE™ 15** amplifier and all the accessories you need including a padded gig bag, strap and 10' cable. The bass is loaded with a Squier® split single-coil P Bass® neck pickup and a single-coil J Bass® bridge pickup. The amp delivers 15 watts of pure Fender® bass tone and features an 8" Fender® Special Design speaker, three-band EQ, headphone jack for silent practice and an aux input jack for connecting a media device. Available in 3-Color Sunburst (laurel fingerboard) and Black (maple fingerboard).

To learn more and for product descriptions of each Squier® Affinity model, click [here](#). For product images click [here](#).

SQUIER® PARANORMAL SERIES (\$429.00 USD, £399 GBP, €449 EUR, \$899 AUD, ¥49,280-66,000 JPY) The **PARANORMAL SERIES** turns fiction into reality by embracing forgotten models, taking twists and turns on familiar specs and re-imagining guitars that should have been. First released in 2020, the popular **SQUIER® PARANORMAL SERIES** led many players into the paranormal realm and this re-release will lure many more. Even with their other-worldly looks, each guitar in the series remains player friendly with a slim "C"-shape neck profile and a gloss neck finish for a slick feel. Featuring a mashup of Fender features, each instrument in this series is sure to grab the spotlight. Available October 2021.

MODELS INCLUDE:

SQUIER® PARANORMAL TORONADO guitar (**\$429.00 USD, £399 GBP, €449 EUR, \$899 AUD, ¥49,500 JPY**) Originally introduced by Fender in 1998, the Toronado became a fresh face in the crowd of offset-style guitars with its unique curves and crushing tone. This latest iteration, the **SQUIER® PARANORMAL TORONADO**, delivers several player-friendly features including a slim “C” shaped neck with a slick gloss finish, a string-through-body bridge for solid string stability, individual volume and tone controls for a wide range of tonal variety and an easy-playing 24.75” scale length. With its otherworldly looks, transcendent playability and earth-shattering tone, this model will transport any player into a Paranormal realm. Available in 3-Color Sunburst and Mystic Seafoam with a laurel fingerboard.

SQUIER® PARANORMAL OFFSET TELECASTER® guitar (**\$429.00 USD, £399 GBP, € 449 EUR, \$899 AUD, ¥55,000 JPY**) The **SQUIER® PARANORMAL OFFSET TELECASTER®** is the quintessential mashup of Fender features, combining the components of the iconic Tele® guitar with the comfort and style of the Jazzmaster® guitar offset body shape. The guitar features dual Fender-designed alnico single-coil pickups and string-through-body bridge design, with chrome hardware. Available in Olympic White, Butterscotch Blonde and Shell Pink with a maple fingerboard.

SQUIER® PARANORMAL CYCLONE guitar (**\$429.00 USD, £399 GBP, €449 EUR, \$899 AUD, ¥49,280 JPY**) The **SQUIER® PARANORMAL CYCLONE** combines details from several iconic Fender® models to create a whirlwind that is greater than the sum of its parts. With a small offset body shape borrowed from the Mustang® guitar, pickups and vintage-style tremolo from a Stratocaster® guitar and controls from a Jaguar® guitar, this guitar delivers standout style, a player-friendly 24.75” scale length and a slim “C”-shape neck profile for easy playability and a gloss neck finish for a slick feel. Available in Candy Apple Red and Pearl White with a laurel fingerboard.

SQUIER® PARANORMAL SUPER-SONIC™ guitar (**\$429.00 USD, £399 GBP, €449 EUR, \$899 AUD, ¥55,000 JPY**) The **SQUIER® PARANORMAL SUPER-SONIC™** is stranger than fiction with its reverse body shape and headstock, producing massive tone courtesy of its dual Squier® Atomic humbucking pickups. Featuring a “C”-shape neck profile and narrow 1.5” nut width and a vintage-style tremolo for expressive string bending effects. Available in Blue Sparkle and Shell Pink with a laurel fingerboard.

SQUIER® PARANORMAL CABRONITA TELECASTER® THINLINE guitar (**\$429.00 USD, £399 GBP, €449 EUR, \$899 AUD, ¥66,000 JPY**) The **SQUIER® PARANORMAL CABRONITA TELECASTER® THINLINE** brings the Tele® a step beyond its 1950s roots. The guitar features dual Fender-designed alnico Jazzmaster® single-coil pickups and Cabronita Tele® styling. This semi-hollow model provides versatile tones perfect for various musical settings and includes a string-through-body bridge for solid string stability. Available in Lake Placid Blue and 2-Color Sunburst with a maple fingerboard.

SQUIER® PARANORMAL BARITONE CABRONITA TELECASTER® guitar (**\$429.00 USD, £399 GBP, €449 EUR, \$899 AUD, ¥57,200 JPY**) The **SQUIER® PARANORMAL BARITONE CABRONITA TELECASTER®** features dual Fender-designed alnico single-coil soapbar pickups and Cabronita Tele® styling. This baritone model is the perfect companion to accompany any player into uncharted territory. Further player-friendly callouts include a string-through-body bridge for solid string stability. Available in 3-Color Sunburst and Surf Green with a laurel fingerboard.

SQUIER® PARANORMAL JAZZ BASS® '54 (**\$429.00 USD, £399 GBP, €449 EUR, \$899 AUD, ¥57,200 JPY**) The **SQUIER® PARANORMAL JAZZ BASS® '54** combines the easy playability and tonal versatility of the J Bass® with the classic looks of its older sibling, the Precision Bass® (around 1954, the P Bass® transitioned from a slab body to a contoured body). This bass has dual Fender-designed alnico single-coil pickups, a vintage-style bridge and tuning machines, dual concentric volume and tone controls and a sprawling '50s style pickguard that transports the Jazz Bass® back in time. Available in 3-Color Sunburst and Black with a maple fingerboard.

To learn more and for product descriptions of each Squier® Paranormal model, click [here](#). For product images click [here](#).

ACOUSTICS

CALIFORNIA MINIS (**\$199.99 USD, £179.99 GBP, €199.99 EUR, \$399 AUD, ¥27,500 JPY**) The new **CALIFORNIA MINI** guitar packs a big punch into a smaller-sized acoustic guitar. Whether you're a young, aspiring player looking for a smaller instrument or simply looking for a top-notch guitar that's easy to travel with, the **SONORAN MINI** and **REDONDO MINI**

guitars have you covered. Delivering the tone of a full sized guitar, they come with premium features such as a walnut fingerboard and bridge, Nubone™ nut and saddle and a satin finish. Like all models in the California series, these mini guitars have the 6-in-line Strat® headstock inspired by Fender's electric legacy. Available September 2021. **MODELS INCLUDE:**

CALIFORNIA SERIES™ SONORAN MINI guitar with bag (**\$199.99 USD, £179.99 GBP, €199.99 EUR, \$399 AUD, ¥27,500 JPY**) The **CALIFORNIA SERIES™ SONORAN MINI** comes in a spruce or mahogany top paired with mahogany back and sides, a 23.3" scale length and a gig bag.

CALIFORNIA SERIES™ REDONDO MINI guitar with bag (**\$199.99 USD, £179.99 GBP, €199.99 EUR, \$399 AUD, ¥27,500 JPY**) The **CALIFORNIA SERIES™ REDONDO MINI** is available in Natural or Sunburst, with a spruce top paired with mahogany back and sides, a 22 ¾" scale length and a gig bag.

To learn more and for product descriptions of each California Mini model, click [here](#). For product images click [here](#).

AMPLIFIERS

TONE MASTER SUPER REVERB® AMPLIFIER (**\$1,099 USD, £1,299 GBP, €1,449 EUR, \$2,099 AUD, ¥181,500 JPY**) The **TONE MASTER SUPER REVERB®** amplifier is the next addition to Fender's acclaimed series of legendary amplifiers. Featuring Fender's proprietary Tone Master® modeling process, combined with player-centric features to maximize the utility of these amps, the Tone Master® Super Reverb® amplifier is a perfect replication of the legendary tube amplifier with modern features for today's most demanding professionals. The amplifier features four 10" Jensen speakers, as well as output power selector, balanced XLR line output with impulse response (IR) cabinet simulations, mute switch for silent stage or recording use and more. The Tone Master® Super Reverb® delivers an easily driven, beefy sound that you can now lift easily with the flexibility to set the volume to the venue without compromising tone. Available August 2021.

To learn more and for product descriptions click [here](#). For product images click [here](#).

PEDALS

DUEL PUGILIST DISTORTION (\$229.99 USD, £179.99 GBP, €199.99 EUR, \$499 AUD, ¥27,500 JPY)

Step into the ring with this one-two punch distortion pedal. The **DUEL PUGILIST** features the same distortion voicings found in our popular Pugilist pedal, but with new combinations designed for a knockout. The Duel Pugilist offers three operating modes: Series, Mute and Parallel. Series mode allows stacking the two distortions as you would with two separate pedals, while Bypass mode allows blending two different distortions, or a clean sound with a distorted sound. Mute mode offers the ability to use one distortion to create your main tone and then layer an additional distortion sound on top for added richness and complexity. Also features an added 2-band master shelving EQ. Designed by Fender's in-house tone gurus, the Duel Pugilist is an all-original Fender circuit. The chassis is crafted from lightweight, durable anodized aluminum and the LED-backlit knobs show your control settings on a dark stage at a glance.

DUAL MARINE LAYER REVERB (\$229.99 USD, £194.99 GBP, €219.99 EUR, \$499 AUD, ¥27,500 JPY)

Fender and Reverb – name a more iconic musical duo. Fender's **DUAL MARINE LAYER** allows you to add even more dimension to your sonic arsenal. Featuring two independent footswitchable settings, three unique reverb algorithms allow the user to create multiple soundscapes. The sustain switch generates massive atmospheric creations for an out-of-this-world tonal experience. Designed by Fender's in-house tone gurus, the Dual Marine Layer is an all-original Fender circuit. The chassis is crafted from lightweight, durable anodized aluminum and the LED-backlit knobs show your control settings on a dark stage at a glance.

Pedals are available October 2021. To learn more and for product descriptions of each model click [here](#). For product images click [here](#).

ACCESSORIES

Offerings include **PLAYER SERIES TELECASTER® GUITAR AND STRATOCASTER® GUITAR NECKS** featuring block inlays. Electrify the stage with Fender's **PROFESSIONAL SERIES GLOW IN THE DARK CABLES, VINTERA® 60S MOD JAZZMASTER® GUITAR SET, VINTERA® 50'S MOD STRATOCASTER® GUITAR SET AND VINTERA® 60'S MOD STRATOCASTER® GUITAR SET PICKUPS**. New varieties of versatile straps such as **NEON**

MONOGRAMMED STRAP, TIE DYE ACID WASH STRAPS and **VEGAN LEATHER STRAPS**, a unique look for every player. Accessories will be available for purchase Summer-Fall 2021. In addition, Fender will debut a **HOLIDAY SWEATER** just in time for celebrations.

PLAYER SERIES NECKS (\$399.99 USD, £319 GBP, €369 EUR, \$699 AUD)

Add a touch of style to your guitar with a **PLAYER SERIES NECK** featuring block inlays. For modern playability with a throwback vibe, these necks have all the features of the Player Series instruments but with block inlays that make them stand out in a crowd. This replacement neck is for a Fender or Squier® by Fender guitar.

MODELS INCLUDE:

PLAYER SERIES TELECASTER® GUITAR NECK W/BLOCK INLAYS, 22 MEDIUM JUMBO FRETS, MAPLE: Telecaster neck features a maple fingerboard with black block inlays.

PLAYER SERIES TELECASTER® GUITAR NECK W/BLOCK INLAYS, 22 MEDIUM JUMBO FRETS, PAU FERRO: Telecaster neck features a pau ferro fingerboard with white pearloid block inlays.

PLAYER SERIES STRATOCASTER® GUITAR NECK W/BLOCK INLAYS, 22 MEDIUM JUMBO FRETS, PAU FERRO: Stratocaster neck features a pau ferro fingerboard with white pearloid block inlays.

PLAYER SERIES STRATOCASTER® GUITAR NECK W/BLOCK INLAYS, 22 MEDIUM JUMBO FRETS, MAPLE: Stratocaster neck features a maple fingerboard with black block inlays.

VINTERA® MODIFIED PICKUP SETS (\$99.99-\$119.99 USD, £89.99-£104.99 GBP, €99.99-€119.99 EUR, \$189-\$239 AUD)

Revoiced for hotter output and modern tones while retaining the bell-like chime that put the Strat® guitar and jangle that put the Jazzmaster® guitar on the map – these single-coil pickup sets have the power and articulation you need for any style of music. Featuring vintage-inspired appointments – including enamel-coated and formvar magnet wire and staggered, beveled alnico pole pieces – and the balanced high-output players love, these pickup sets deliver the perfect blend of vintage Strat® and Jazzmaster® tone and modern performance.

MODELS INCLUDE:

VINTERA MODIFIED 50S STRATOCASTER® GUITAR SINGLE-COIL PICKUP SET

VINTERA MODIFIED 60S STRATOCASTER® GUITAR SINGLE-COIL PICKUP SET

VINTERA MODIFIED 60S JAZZMASTER® GUITAR SINGLE-COIL PICKUP SET

FENDER® PROFESSIONAL PEDAL BOARD (\$149.99-\$229.99USD, £129.99-£209.99 GBP, €149.99-€239.99 EUR, \$289-\$429 AUD, ¥13,750-31,350 JPY)

Surprisingly simple and remarkably versatile – the **FENDER® PROFESSIONAL PEDAL BOARD** delivers world-class performance and utility. The low-profile precision-machined anodized-aluminum chassis is lightweight and strong enough to stand up to the rigors of the road, while the thoughtfully designed cable routing and management system allows you to keep things neat and tidy, even if your board is overflowing with pedals. Under the hood, a universal mounting bracket fits most popular pedal power-supplies – and is a perfect match for the Fender® Engine Room® series. The included soft case with storage pocket and cable ties will keep your pedals and accessories safe on the way to the gig, studio or any other destination.

MODELS INCLUDE:

FENDER PEDAL BOARD WITH BAG, SMALL

FENDER PEDAL BOARD WITH BAG, MEDIUM

FENDER PEDAL BOARD WITH BAG, LARGE

PROFESSIONAL SERIES GLOW IN THE DARK CABLES (\$34.99 - \$44.99 USD, £17.99-£21.99 GBP, €19.99-€24.99 EUR, \$55-\$75 AUD, ¥3,000-3,740 JPY)

Electrify the stage with Fender's Professional Series **GLOW IN THE DARK CABLES**. Crafted from glow-in-the dark PVC, these cables feature three classic fluorescent colors and high-quality components to transparently retain your sound while lighting up your rig. Sporting quiet and resilient spiral shielding, the cables are perfect for a glowing effect without compromising on sound.

MODELS INCLUDE:

PROFESSIONAL 10' GLOW IN THE DARK CABLE, BLUE

PROFESSIONAL 10' GLOW IN THE DARK CABLE, ORANGE

PROFESSIONAL 10' GLOW IN THE DARK CABLE, GREEN

PROFESSIONAL 18.6' GLOW IN THE DARK CABLE, BLUE

PROFESSIONAL 18.6' GLOW IN THE DARK CABLE, ORANGE

PROFESSIONAL 18.6' GLOW IN THE DARK CABLE, GREEN

STRAPS (\$24.99-\$39.99 USD, £18.99-£29.99 GBP, €21.99-€34.99 EUR, \$35-\$69 AUD, ¥3,300-4,400 JPY)

Fender's 2021 line of accessories are a special addition to your entire playing experience. For every style and preference, Fender's straps are versatile, supporting individual style preferences. **MODELS INCLUDE:**

NEON MONOGRAMMED STRAP

Fender's iconic Monogrammed strap – electrified. Featuring bold neon palettes and durable polyester backing, these straps provide the ultimate comfort and standout style for all players.

TIE DYE ACID WASH STRAPS

A reimagination of your favorite '80s rock 'n roll jeans and faded t-shirts, the Tie Dye Acid Wash strap is everything your parents told you not to be. Featuring a bleach splattered design on printed canvas, no two straps in this collection are alike.

VEGAN LEATHER STRAPS

Handcrafted from eco-friendly vegan leather, these straps feature classic Fender colors and a ladder tail style adjustment. The double-sided vegan leather provides a soft, broken-in feel for maximum comfort with an added layer of padding.

To learn more and for product descriptions of each model click [here](#). For product images click [here](#).

For technical specs, additional information on new Fender products and to find a retail partner near you, visit www.fender.com. Join the conversation on social media by following @Fender.

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ABOUT FENDER MUSICAL INSTRUMENTS CORPORATION:

Since 1946, Fender has 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® and Bigsby®–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 celebrates 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.

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