



FENDER® DRIVES CONTINUED ARTISTIC EXPRESSION WITH NEW CALIFORNIA SERIES™ ACOUSTICS, NEW UKE COLORWAYS

**CALIFORNIA SERIES WELCOMES NEW 12-STRING, BASS AND LEFT-
HANDED MODELS; FRESH COLORS ADDED TO CALIFORNIA COAST
SERIES UKULELES**

HOLLYWOOD, CALIF. (JUNE 28, 2018)—Fender Musical Instruments Corporation (FMIC) today announced continued commitment to the acoustics category with new models added to its California Series and new colorways in the popular California Coast Series Ukulele debuting at Summer NAMM 2018 in Nashville, Tenn. With these expanded offerings, Fender aims to continue to be the go-to resource for players as they take the next step in their musical journey.

Joining the ranks of the California Series are four new models to empower guitarists, bassists and left-handed players to further showcase their musical artistry: the Villager™ 12-

String Guitar, Kingman™ Bass Guitar, left-handed Newporter™ and left-handed Redondo™ Player guitars. Following suit, the California Coast Series Ukuleles has expanded to offer three new colors to the Venice and Zuma models, specifically as a celebration of Fender's Southern California roots.

"The California Series is a representation of the core foundation of Fender acoustics that equips players with the tools they need to explore their musical inspiration and creativity. It keeps us at the forefront of that artistic evolution, so we always provide acoustic players with unique designs that fit their personal styles," said Billy Martinez, VP Category Manager of Acoustics and Squier Divisions. "Also, with ukes in more demand than ever, we have expanded the color offerings for our popular California Coast Ukulele series as we gear up for the upcoming release of the Grace VanderWaal Signature in September 2018."

Fender California Series acoustic guitars and California Coast Series Ukuleles are already being used across multiple genres by top alternative, indie, punk and rock artists/bands, such as: Jimmy Stafford of Train, Fildar, Grace VanderWaal, Misterwives, The Regrettes, Starcrawler, Draeming, Sextile and Moaning.

The new acoustic models will be out Spring 2019 and California Coast Series Ukuleles in new colors will be available October 2018 at local dealers and on www.Fender.com.

NEW CALIFORNIA SERIES MODELS INCLUDE:

o REDONDO™ PLAYER (LEFT-HANDED) - \$399.99

The exclusive slope-shouldered Redondo body shape has a rich, commanding voice that fills any room. The gloss metallic top, back and sides, as well as a matching painted 6-in-line headstock and crème binding, give it a shot of electrifying attitude.

o NEWPORTER™ PLAYER (LEFT-HANDED) - \$399.99

Designed for performing, the fully-painted gloss metallic solid spruce top, mahogany back and sides, matching painted 6-in-line headstock and crème binding give the Newporter Player a shot of electrifying style. Unconventional to the core, this guitar is definitely something different and exciting.

o VILLAGER™ 12-STRING - \$499.99

The 12-String has a modern twist on the historic Villager headstock body shape with an attractive gloss black finish, comfortable cutaway Newporter shape and high-quality Fishman® electronics. With superb playability, distinctive looks and unmistakable Fender vibe, the Villager 12-String is an instrument for a new generation of fearless players.

o **KINGMAN™ BASS - \$599.99**

Decked out in an electric-inspired style and reinvigorated with a new body shape that's modeled after the widely popular Newporter guitar style, the Kingman successfully merges the electric and acoustic categories to stand out within its bass line. It features a gloss black finish, smooth-playing mahogany Jazz Bass® neck and convenient cutaway for easy access to the upper reaches of the fingerboard.

NEW CALIFORNIA COAST SERIES UKULELES COLORWAYS INCLUDE:

· VENICE SOPRANO - \$59.99

The classic "must-have" ukulele inspired by the carefree spirit of Venice, Calif., takes on a fresh new look with three eye-catching colors: Surf Green, Daphne Blue, and Shell Pink. It rocks a matte-finish to elevate the uniquely fun and stylish look of the instrument—from the beach to the studio or jam room.

· ZUMA CLASSIC - \$149.99

The new Zuma Ukulele is inspired by the California Series classic guitars and boasts a similar painted top and headstock in three alluring colors –Burgundy Mist, Candy Apple Red and Lake Placid Blue—while maintaining its natural wood back and sides. The balanced earthy tone of the wood blended with Fender's traditional colors makes this concert-sized ukulele enticing all-year round.

Learn more about Fender's California Series, find product descriptions of each model [here](#) and product images [here](#). To learn more about California Coast Series Ukuleles, click [here](#) for product and [here](#) for images.

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.

ABOUT FENDER

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®, Bigsby®, and PreSonus® – 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 2026, Fender celebrates 80 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.

CONTACT DETAILS

GLOBAL MEDIA INQUIRIES

Fender Musical Instruments Corporation
press@fender.com

COPY LINK

<https://fender.pr.co/271720-fender-drives-continued-artistic-expression-with-new-california-series-acoustics-new-uke-colorways/>