

FENDER® PRESENTS “10 FOR ‘15” LIMITED EDITION COLLECTION

FENDER SERIES PRESENTS LIMITED AVAILABILITY AND UNLIMITED POSSIBILITIES

SCOTTSDALE, Ariz. (Jan. 22, 2015) – Fender is pleased to announce the release of the “10 for ‘15” Limited Edition Collection, a series of 10 guitars that will be limited to 500 of each worldwide, only at authorized Fender dealers from March to December.

Fender instruments have a storied history and are renowned for their collectability and their ability to be configured in unique combinations. These 10 very special instruments simultaneously illustrate both points, with our most creative minds and talented builders creating several highly distinctive and compelling new guitars sure to become sought-after collector’s items.

American Vintage ‘70s Hardtail Stratocaster®

The mid ‘70s saw the widespread popularity of the non-tremolo—or “hardtail”—Stratocaster, so we dedicated the true look and vibe of the Limited Edition American Vintage ‘70s Hardtail Stratocaster to that era. Hardtail guitars are a great option for tuning stability, but they also have their own distinct sound—with more body mass, a string-through-body bridge, and no harmonic overtones from the tremolo block and springs, they’re Stratocaster models that truly have a sonic and stylistic identity all their own. Available in 3-Color Sunburst and Black. Available March 3, 2015.

American Standard Blackout Stratocaster

Simple and elegant, this is a great American Standard Stratocaster cloaked in an all-black finish complemented by a black pickguard, black control knobs, black pickup covers and—in a rare touch for a Fender instrument—a smooth-playing ebony fingerboard. Its Mystic Black Metallic finish lends an air of noir-ish sophistication, complemented by fleeting hints

of sparkle. Its three single-coil Custom Shop Fat '50s pickups deliver warm and crystalline classic Stratocaster tone. Available in Mystic Black Metallic. Available April 1, 2015.

American Standard Telecaster® HH

An elegant upgrade to one of our latest additions to the American Standard lineup, the Limited Edition American Standard Telecaster HH features dual Twin Head Vintage humbucking pickups for huge tone and stylish pearl block fingerboard inlays for an extra-elegant look. For the guitarist who wants more horsepower and a dash of additional style, this Limited Edition has both—and then some. Available in Olympic White. Available May 1, 2015.

American Standard Stratocaster Oiled Ash

It's well known that the less finish there is encasing a guitar, the better the body can breathe, resonate and reverberate more freely. That's why we gave the Limited Edition American Standard Stratocaster Oiled Ash a '70s-style look with a thin oil finish on the body, allowing maximum tonal transference and organic projection. Its three single-coil Custom Shop Fat '50s pickups deliver warm and crystalline classic Stratocaster tone. Available in Natural. Available June 2, 2015.

American Standard Double-Cut Telecaster

A Telecaster with an immediately notable twist. The eye-catching design of the Limited Edition American Standard Double-Cut Telecaster looks classic and comfortable, but with that remarkable double-cutaway ash body, it's distinctive and offbeat at the same time. Pure and rich Telecaster tone comes from a Custom Shop Twisted single-coil neck pickup and a vintage-style Custom Shop single-coil Telecaster pickup. The Butterscotch Blonde finish and black pickguard hearken back to the Telecaster's original early-'50s era. Available in Butterscotch Blonde. Available July 1, 2015.

American Vintage '50s Telecaster Reclaimed Redwood

A great guitar with a long history, and that's no small exaggeration—the body of the Limited Edition American Vintage '50s Telecaster Reclaimed Redwood is fashioned from

reclaimed old-growth redwood. With antique wood reborn in musical instrument form, our versatile '50s Vintage Hot Rod design is a beauty to behold, with a humbucking neck pickup and single-coil bridge pickup for sound as compelling as the guitar's look. Available in Natural. Available August 1, 2015.

American Deluxe Mahogany Stratocaster HSS

Mahogany is one of the most popular guitarwoods, but few Fender models are fashioned from it. Here, we've taken our American Deluxe Stratocaster and given it a sleek, slimmed-down two-piece mahogany body for a refined and rare look and sound. In addition to its distinctive wood construction, the Limited Edition American Deluxe Mahogany Stratocaster HSS features a slightly thinner body, N3 Noiseless™ single-coil neck and middle pickups, and a powerful Shawbucker™ humbucking bridge pickup. Available in Mahogany Stain. Available September 1, 2015.

American Longboard Stratocaster HSS

In a nod to Fender's mid-20th century Southern California roots, the gorgeous Limited Edition American Longboard Stratocaster HSS was inspired by vintage surfboard laminate designs. Further dressed out with rear-mounted pickups and a clear back cover that makes the interior electronics visible, laser-engraved headstock logo and a beautiful Natural hand-rubbed oil finish on the body and neck, this is a most unique Stratocaster model. Available in Natural. Available October 1, 2015.

American Vintage '52 Telecaster Korina

Some of the world's most prized vintage guitars are made from a West African hardwood called korina. We've chosen this premium wood to fashion the Limited Edition American Vintage '52 Telecaster Korina as an elegantly crafted take on a timeless Fender classic. In addition to the sophistication of its body wood and Blackguard Blonde finish, pure and rich Telecaster sound comes from its dual American Vintage '52 Telecaster single-coil pickups. Available in Blackguard Blonde. Available November 3, 2015.

American Shortboard Mustang®

2015 marks the 50th anniversary of the Mustang. Introduced in the 1960s as a student model, the Mustang soon found its way to into professional hands and onto concert stages worldwide. The celebratory Limited Edition American Shortboard Mustang features an ash body with laminated walnut “competition” stripes that pay stylishly crafted homage to the originals, with the pure, full sound of dual Black Dove™ single-coil pickups. Available in Natural. Available December 1, 2015.

“This collection offers something for everyone,” said Justin Norvell, vice president of product marketing for Fender. “This includes features and specifications unavailable in the current product line, from simple upgrades such as an ebony fingerboard on an American Standard Stratocaster, to more elaborate creations such as a multi-laminate natural-wood Stratocaster inspired by 1960s surfboards.”

For more information and to find a Fender Premium Showcase Dealer, visit www.fender.com.

#

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/271202-fender-presents-10-for-15-limited-edition-collection/>