

FENDER® RELEASES '68 CUSTOM SERIES AMPLIFIERS

TRANSITIONAL AMPS PAY TRIBUTE TO THE CLASSIC LOOK, SOUND AND PERFORMANCE OF "SILVER-FACE" AMPS, BUT FEATURE SPECIAL TWIST

SCOTTSDALE, Ariz. (October 11, 2013) — Fender is proud to announce the '68 Custom series amplifiers, which consist of the **'68 CUSTOM TWIN REVERB®**, **'68 CUSTOM DELUXE REVERB®** and **'68 CUSTOM PRINCETON REVERB®** amps.

1968 was a transitional year for Fender amps, with tone that was still pure Fender, but a look that was brand new. With a silver-and-turquoise front panel and classy aluminum "drip edge" grille cloth trim, '68 Custom amps pay tribute to the classic look, sound and performance of Fender's late-'60s "silver-face" amps, but feature a special twist.

Both channels boast reverb and tremolo, and the "custom" channels have modified Bassman® tone stacks that give modern players greater tonal flexibility with pedals. In addition, all models include custom-made Schumacher transformers (like the originals), tube-driven spring reverb and Celestion® speakers, which deliver a more distinctively rock 'n' roll flavor.

The Twin Reverb remained the backline amp of choice for pros and amateurs everywhere. Clear, deep and powerful, it produced big tube tone, with world-class Fender reverb and vibrato effects. For countless guitarists ever since, the Twin Reverb has been the go-to amp for classic Fender sound. The '68 Custom Twin Reverb Amp pushes 85 watts of tube power through dual 12" Celestion® G12V-70 speakers and features.

The Deluxe Reverb remained the ideal recording and performing amp. Small, light and moderately powered, it produced big tube tone. The '68 Custom Deluxe Reverb Amp is a 22 watt amp with a single 12" Celestion® G12V-70 speaker.

The Princeton Reverb remained the perfect recording amp. The '68 Custom Princeton Reverb is a 12-watt amp that features one 10" Celestion® TEN 30 speaker.

To see and hear the new Fender '68 Custom series amplifiers, go to [Fender '68 Custom Series Amps Video](#).

For more information and to find a dealer near you, go to www.fender.com.

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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

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