

FENDER® INTRODUCES DELUXE SERIES TO ITS ICONIC FAMILY OF ELECTRICS

NEW ELECTRICS COLLECTION OFFERS ACCESSIBLE QUALITY CRAFTED INSTRUMENTS

HOLLYWOOD, Calif. (August 2, 2016) – Fender Musical Instruments Corporation (FMIC) announces the launch of the new Deluxe Series of electric guitars and basses designed for seasoned and experienced players looking for superior quality and enhanced performance at an accessible price point. The Fender Deluxe Series adds 10 innovative new models based on classic guitar and bass designs, infused with modern advancements and spec upgrades, to the renowned family of Fender electrics.

Marrying timelessly elegant style and authentic Fender tone, the Deluxe Series offers high-quality instruments that deliver crisp and articulate sound including the Deluxe Strat®, Deluxe Strat HSS, Deluxe Roadhouse™ Strat, Deluxe Nashville Tele®, Deluxe Tele Thinline, Deluxe Active Precision Bass® Special, Deluxe Active Jazz Bass®, Deluxe Active Jazz Bass V, Deluxe Active Dimension™ Bass, Deluxe Active Dimension Bass V models.

“We are thrilled to debut the new Deluxe Series under our well-respected umbrella of electrics,” said Justin Norvell, Vice President Category, Electric Guitars and Basses. “The Deluxe Series provides musicians a perfect companion on stage and in the studio at an attainable price point; it’s the ideal upgrade for players as they advance on their musical journey without compromising quality for price.”

The Deluxe Series offerings will be available at local dealers and on www.fender.com/deluxe-series in August 2016 and include:

Deluxe Strat

The Deluxe Strat, a tonally versatile guitar with time-honored Fender style and sound, has a few tricks up its sleeve. Combining noise-free performance with enhanced playing comfort, this sleek instrument is a truly deluxe performer that excels on stage and in the studio. This double-cutaway electric guitar offers a 12" radius fingerboard, contoured neck heel, and tuning machines. The Deluxe Strat includes a push/push mini-switch, which adds the bridge pickup in positions four and five of the five-way selector switch. Other features include three Vintage Noiseless™ Strat pickups and a deluxe gig bag.

Deluxe Strat

HSS Hard-rockin' sound and elegant Fender style unite in the Deluxe Strat HSS. The double-cutaway electric guitar includes a single Twin Head Vintage humbucking pickup (bridge), two Vintage Noiseless™ Strat pickups (neck and middle), an S1™ switch to split the humbucking pickup and a two-point synchronized tremolo bridge with bent steel saddles. Other features include a 12"-radius fingerboard, contoured neck heel, locking tuning machines and a deluxe gig bag.

Deluxe Roadhouse Strat

The Deluxe Roadhouse Strat is the perfect instrument for tearing it up all night long. Packed with a wide-ranging variety of tones, the guitar is a good match for a performer who demands sonic flexibility and the ability to quickly and easily switch sounds. The double-cutaway electric guitar includes a "V6" rotary switch that adds six tonalities to each of the five pickup settings for a total of thirty possible sounds. Stellar tones originate from the three Vintage Noiseless Strat pickups. Other features include a 12"-radius fingerboard, an S-1 switch to bypass the preamp, contoured neck heel, locking tuning machines, a two-point synchronized tremolo bridge with bent steel saddles and a deluxe gig bag.

Deluxe Nashville Tele

Straight from the studios of Music Row comes the Deluxe Nashville Tele, a tonally versatile performer with a unique three-pickup design. With its original Fender style, customized switching and fast, smooth playing feel, this Tele is ready for the stage or studio. The single-cutaway electric guitar includes two Vintage Noiseless Tele pickups (neck and bridge), a

single Vintage Noiseless Strat pickup (middle), five-way Strat-o-Tone switching and a six-saddle string-through-body Tele bridge with block saddles. Other features include a 12"-radius fingerboard, contoured neck heel, locking tuning machines and a deluxe gig bag.

Deluxe Tele Thinline

Light in weight but not sound, the Deluxe Tele Thinline is crafted with timeless and elegant style. Crisp and articulate, with a versatile voice, this stage-tested design is the ideal combination of modern features and traditional aesthetics. The single-cutaway semi-hollowbody electric guitar includes two Vintage Noiseless Tele pickups in the neck and bridge positions and a six-saddle string-through-body Tele bridge with block saddles. The four-way switching adds series wiring to the traditional scheme. Also included is a 12"-radius fingerboard, contoured neck heel, locking tuning machine and a deluxe gig bag.

Deluxe Active Precision Bass Special

For players who find themselves alternating between a variety of music at a moment's notice, the Deluxe Precision Bass Special is the perfect companion on stage and in the studio. The double-cutaway 4-string electric bass features a PJ pickup configuration, incorporating a split-coil Precision Bass middle pickup and Vintage Noiseless Jazz Bass bridge pickup, a three-band EQ with treble, mid and bass boost/cut and an active/passive switch. The four-saddle HiMass™ bridge increases attack and sustain. Also includes a four-bolt asymmetrical neck plate and a deluxe gig bag.

Deluxe Active Jazz Bass

The Deluxe Active Jazz Bass is ideal for bassists who need a flexible tone machine that looks great on stage. Fender's classic offset bass style is blended with powerful tone and smooth playing feel to create an instrument that punches well above its weight. The double-cutaway 4-string electric bass includes two Vintage Noiseless Jazz Bass pickups in the middle and bridge positions. For increased attack and sustain, the Deluxe Active Jazz Bass includes a four-saddle HiMass™ bridge. Other features include a three-band EQ with treble, mid and bass boost/cut, an active/passive switch and a four-bolt asymmetrical neck plate. Also includes a deluxe gig bag.

Deluxe Active Jazz Bass V

The Deluxe Active Jazz Bass V is ideal for 5-string bassists who need a flexible tone machine that looks great on stage. This double-cutaway 5-string electric bass includes two Vintage Noiseless Jazz Bass pickups (middle and bridge), three-band EQ with treble, mid and bass boost/cut and active/passive switch. A five-saddle HiMass bridge increases attack and sustain. Other features include a four-bolt asymmetrical neck plate and a deluxe gig bag.

Deluxe Active Dimension Bass

The Deluxe Active Dimension Bass brings upgraded features and components to the working musician. Features include an ash body with gloss polyester finish, dual Dimension Bass humbucking pickups and a modern "C"-shaped neck with 12"-radius fingerboard and contoured neck heel. The Deluxe Active Dimension Bass also includes an onboard 18V preamp, a three-band active EQ, a 4-string Fender HiMass bridge with chrome-plated zinc saddles and a deluxe gig bag.

Deluxe Active Dimension Bass V

The Deluxe Active Dimension Bass V is a true player's instrument, designed for discerning bassists. Features include an ash body with gloss polyester finish, dual Dimension Bass humbucking pickups and a modern "C"-shaped neck with 12"-radius fingerboard and contoured neck heel. The Deluxe Active Dimension Bass V also includes an onboard 18V preamp, three-band active EQ, 5-string Fender HiMass bridge with chrome-plated zinc saddles and a deluxe gig bag.

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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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