



FENDER BRINGS THE HEAT THIS SUMMER WITH A NEW RANGE OF INNOVATIVE PRODUCTS FOR THE SECOND HALF OF 2025

INTRODUCTIONS INCLUDE THE SQUIER CLASSIC VIBE, CALIFORNIA ACOUSTICS, EXPANSION OF MUSTANG SERIES AND NEW HAMMERTONE PEDALS

HOLLYWOOD, Calif. (June 12, 2025) - [Fender Musical Instruments Corporation](#) (FMIC) is turning up the volume with the launch of its newest lineup—an electrifying new collection of world-class guitars, amps, and accessories. Fueled by a relentless passion for innovation and excellence, Fender® is once again redefining the sound of tomorrow, igniting the journey of the next generation of players across the globe.

Packed with innovation and the legendary craftsmanship that's defined the brand for nearly 80 years, this latest rollout proves Fender isn't just riding the momentum—it's

accelerating it. Key highlights include the Squier® Classic Vibe™, California Acoustics, expansion of Mustang® Series and new Hammertone™ Pedals amongst others.

“At Fender, we’re always pushing the boundaries of what’s possible within the world of instrumentation - for players at every level,” said Justin Norvell, Executive Vice President of Product and Sales at Fender. “This falls lineup reflects our commitment to innovation, craftsmanship and tone. From next-gen guitars to powerful new amps and performance-driven accessories, we’ve built this range to inspire creativity and elevate the playing experience in every genre. We’re proud to carry forward our legacy by continuing to shape the future of music whilst also paying homage to our heritage and the traditions that got us here in the first place.”

2025 NEW PRODUCT INTRODUCTIONS



SQUIER

Classic Vibe™ '50s Stratocaster® HT (\$449.99 USD, £439.99 GBP, €519 EUR, \$849.00

AUD, ¥66,000 JPY) A tribute to the early days of the Stratocaster® in the 1950s, the Classic Vibe™ '50s Stratocaster® HT from Squier® delivers authentic vintage style and tone. Inspired by original 1950s-era Stratocaster models, this guitar features three Fender Designed™

alnico single-coil pickups that produce clear, articulate sound with classic character. The 6-saddle hardtail bridge—an option first introduced in 1955—offers excellent tuning stability and intonation. Its string-through-body design enhances sustain and resonance, adding depth to every note. Visually, this model channels the spirit of the decade with period-correct headstock markings, rich nickel-plated hardware, and a vintage-tinted gloss neck finish that adds to its old-school appeal. The result is a striking blend of classic Fender style and modern playability. Available in Shell Pink and Surf Green.

Classic Vibe™ '70s Stratocaster® HT HSS (\$449.99 USD, £439.99 GBP, €519 EUR, \$849.00 AUD, ¥66,000 JPY) A tip of the hat to the large-headstock Strat® models produced during the 1970s, the Classic Vibe™ '70s Stratocaster® HT HSS delivers punchy tones courtesy of its Fender Designed™ alnico pickups in an HSS configuration, including a powerful humbucking bridge pickup. A popular feature during the '70s, the hardtail bridge (HT) provides stable intonation, while its string-through-body design enhances overall body resonance. This throwback Squier® model also features 1970s-inspired headstock markings, a 6-saddle string-through-body hardtail bridge, rich-looking nickel-plated hardware, and a slick vintage-tinted gloss neck finish for an unmistakable old-school vibe. Available in Olympic White and Mocha.

Classic Vibe™ Custom Esquire® (\$473.99 USD, £449.99 GBP, €539.00 EUR, \$899.00 AUD, ¥66,000 JPY) A tribute to the double-bound body Esquire® models of the late '50s and '60s, the Classic Vibe™ Custom Esquire® delivers incredible tone courtesy of its Fender Designed alnico single-coil bridge pickup. An innovative feature from the era, the 3-position blade switch offers versatile tone options—including tone control bypass, variable tone control, and a pre-set tone capacitor for added bass-y warmth. This throwback Squier® model also features period-inspired headstock markings, a double-bound body, rich-looking nickel-plated hardware, and a slick vintage-tinted gloss neck finish for an unmistakable old-school vibe. Available in Candy Apple Red and Sherwood Green.

Classic Vibe™ Custom Telecaster® SH with Bigsby® (\$524.99 USD, £479.99 GBP, €569.00 EUR, \$999.00 AUD, ¥74,800 JPY) A tribute to the double-bound body Tele® models of the late '50s and '60s, the Classic Vibe™ Custom Telecaster® creates incredible tone courtesy of its Fender Designed™ alnico single-coil bridge and humbucking neck pickups (SH). Delivering expressive vibrato effects, the Bigsby® tailpiece features a string-through design

for easy restringing and is complemented by a floating bridge with barrel saddles for optimal intonation stability. This throwback Squier® model also features a double-bound body, period-inspired headstock markings, rich-looking nickel-plated hardware, and a slick vintage-tinted gloss neck finish for an old-school vibe. Available in Lake Placid Blue and Aztec Gold.

Classic Vibe™ Duo-Sonic™ HS (\$419.99 USD, £419.99 GBP, €499 EUR, \$799.00 AUD, ¥66,000 JPY) With a comfortable compact body size and a short 24" scale length, the Classic Vibe™ Duo-Sonic™ HS punches above its weight with a Fender Designed™ alnico single-coil neck pickup and humbucking bridge pickup for superior tone. The vintage-style string-through-body hardtail bridge provides stable intonation and enhances body resonance for improved sustain. This throwback Squier® model also features period-inspired headstock markings, rich-looking nickel-plated hardware, and a slick vintage-tinted gloss neck finish for an old-school vibe. Available in Desert Sand and Lake Placid Blue.

Classic Vibe™ Telecaster® Bass (\$473.99 USD, £419.99 GBP, €539 EUR, \$899.00 AUD, ¥66,000 JPY) Blending styling cues from late-1960s and early-1970s Telecaster® models, the Classic Vibe™ Telecaster® Bass from Squier® reimagines the rare, humbucker-equipped design that defined an adventurous era in music. At its core is a Fender Designed alnico wide range humbucking pickup in the neck position, delivering a bold, thunderous tone that adapts effortlessly to a wide range of playing styles. This vintage-style bass features a Telecaster-inspired headstock and pickguard shape, paired with a contoured body that enhances playing comfort during long sessions. A 4-saddle bridge with slotted barrel saddles provides solid intonation and classic feel, while nickel-plated hardware adds a touch of visual richness. Completing the retro aesthetic is a vintage-tinted gloss neck finish, giving the instrument a warm, old-school vibe that looks as good as it sounds. Available in Mocha and Vintage White.

Classic Vibe™ Active '70s Jazz Bass® (\$524.99 USD, £489.99 GBP, €579 EUR, \$999.00 AUD, ¥81,400 JPY) The Classic Vibe™ Active '70s Jazz Bass® draws inspiration from the iconic basses that shaped the funky tones of the 1970s, combining vintage aesthetics with modern performance through the addition of an onboard preamp. Powering this Squier® groove machine is a pair of Fender Designed alnico Noiseless™ Jazz Bass® pickups,

delivering punchy, hum-free tone. The 9-volt preamp offers a full suite of controls, including volume, pickup blend, treble and bass boost, along with a toggle switch to move between active and passive operation for complete tone-shaping flexibility. Additional features include a HiMass™ bridge for enhanced sustain and resonance, a bound fingerboard with block inlays, rich-looking nickel-plated hardware, and a slick vintage-tinted gloss neck finish that adds to its unmistakable old-school vibe. Available in Mocha and Ocean Turquoise.

Classic Vibe™ Active '70s Jazz Bass® V (\$556.99 USD, £509 GBP, €609 EUR, \$999.00

AUD, ¥85,800 JPY) The Classic Vibe™ Active '70s Jazz Bass® V draws its inspiration from the infamous basses that defined the funky tones of the 1970s, adding an onboard preamp for the ultimate combination of vintage looks and modern performance. Powering this Squier® 5-string groove machine is a pair of Fender Designed™ alnico Noiseless™ J Bass® pickups for punchy hum-free signal. The 9-volt preamp provides controls for volume, pickup blend, treble and bass boost, and a toggle to switch between active and passive for complete tone-shaping control. Other details include a HiMass™ bridge for optimal resonance, a striking bound fingerboard with block inlays, rich-looking nickel-plated hardware and a slick vintage-tinted gloss neck finish for an old-school vibe. Available in Sienna Sunburst and Ocean Turquoise.

Classic Vibe '60s Jazzmaster® (\$449.99 USD, £449.99 GBP, €549 EUR, \$XX AUD,

¥71,500 JPY) The Classic Vibe '60s Jazzmaster® is a faithful and striking homage to the iconic Fender favorite, producing undeniable Jazzmaster tone courtesy of its dual Fender Designed™ alnico single-coil pickups. Player-friendly features include a slim, comfortable "C"-shaped neck profile with an easy-playing 9.5"-radius fingerboard and narrow-tall frets, a vintage-style tremolo system for expressive string bending effects, and a floating bridge with barrel saddles for solid string stability. This throwback Squier model also features 1960s-inspired headstock markings, rich-looking nickel-plated hardware and a slick vintage-tint gloss neck finish for an old-school vibe. Available in Tahitian Coral.

Classic Vibe '60s Jazz Bass® (\$473.99 USD, £449.99 GBP, €549 EUR, \$899.00 AUD,

¥66,000 JPY) A tribute to the decade of its birth, the Classic Vibe™ '60s Jazz Bass® combines the luxurious playability that made the original famous with the versatility and massive tone of dual Fender Designed alnico single-coil pickups. Player-friendly features

include a slim, comfortable “C”-shaped neck profile, an easy-playing 9.5”-radius fingerboard with narrow-tall frets, and a vintage-style bridge with threaded saddles for solid performance and classic feel. This throwback Squier® model also features 1960s-inspired headstock markings, rich-looking nickel-plated hardware, and a slick vintage-tinted gloss neck finish for an unmistakable old-school vibe. Available in Tahitian Coral. Available **August 2025**. For product images, click [**HERE**](#).

FENDER ACOUSTICS

CALIFORNIA STANDARD SERIES

Drawing from a storied legacy of reimagining the acoustic experience for daring and adventurous players, California Series acoustics stand out as authentically different, undeniably timeless, and quintessentially Fender®. The California Standard features a durable all-laminate construction that will endure the demands of any playing environment from the living room to the beach, the campfire to the garage jam session, all with timeless and undeniable Fender style at an attractive price.

California Standard Redondo™ (\$241.99 USD, £169.99 GBP, €199.99 EUR, \$419.00 AUD, ¥47,300 JPY) The dreadnought shape is beloved for its robust, deep tone and versatile personality, making it the go-to choice for any musical playing style from strumming to soloing. The California Standard Redondo™ features resilient laminate construction with a spruce top and sapele back and sides for impressive and satisfying tonal richness, while a 25 ½” scale neck with a slim “C”-shaped profile provides an inviting and effortless playing feel. Other noteworthy details include an oiled walnut fingerboard and bridge, sealed-gear tuning machines for smooth and accurate tuning action, and a sleek, long-lasting gloss finish. Available in Natural (including a left-handed model), 3-Color Sunburst and Black.

California Standard Redondo™ Pack (\$262.99 USD, £189.99 GBP, €229.99 EUR, \$449.00 AUD) The California Standard Redondo Pack is a convenient collection of guitar essentials in one box, equipping players with a California Standard Redondo™ guitar in Natural, a gig bag, strap, picks, an extra set of strings and a 3-month subscription to Fender Play® – the easiest way to learn guitar.

California Standard Redondo™ CE (\$262.99 USD, £209.99 GBP, €249.99 EUR, \$449.00 AUD, ¥52,800 JPY) The dreadnought cut-away shape is beloved for its robust, deep tone and versatile personality, making it the go-to choice for any musical playing style from strumming to soloing. The California Standard Redondo™ CE features resilient laminate construction with a spruce top and sapele back and sides for impressive and satisfying tonal richness, while a 25 ½" scale neck with a slim "C"-shaped profile provides an inviting and effortless playing feel. The onboard Fender electronics provide high-quality output for live amplification, recording, and effects and a convenient onboard digital tuner. Other noteworthy details include an oiled walnut fingerboard and bridge, sealed gear tuning machines for smooth and accurate tuning action, and a sleek, long-lasting gloss finish. Available in Natural, 3-Color Sunburst, Black and Fiesta Red.

California Standard Monterey™ E (\$262.99 USD, £209.99 GBP, €249.99 EUR, \$449.00 AUD, ¥52,800 JPY) The orchestra shape is cherished for its comfortable mid-size body and detailed, balanced tone, making it an ideal choice for soloists and students alike. The California Standard Monterey™ E features resilient laminate construction with a spruce top and sapele back and sides for impressive and satisfying tonal character, while a 25 ½" scale neck with a slim "C"-shaped profile provides an inviting and effortless playing feel. The onboard Fender electronics provide high-quality output for live amplification, recording and effects, as well as a convenient onboard digital tuner. Other noteworthy details include an oiled walnut fingerboard and bridge, sealed gear tuning machines for smooth and accurate tuning. Available in Natural Sapele, 3-Color Sunburst and Surf Green.

California Standard Redondo™ Mini with Bag (\$209.99 USD, £159.99 GBP, €189.99 EUR, \$399.00 AUD, ¥34,650 JPY) The miniature dreadnought size is compact and approachable, a perfect option for travelers or smaller players at every stage of their musical journey. The California Standard Redondo™ Mini features resilient laminate construction with a spruce top and sapele back and sides for impressive and satisfying tonal character, while a short 22 ¾" scale neck with a slim "C"-shaped profile provides an inviting and effortless playing feel. Other noteworthy details include an oiled walnut fingerboard and bridge, sealed gear tuning machines for smooth and accurate tuning action, and a sleek, long-lasting gloss finish. Available in Fiesta Red, Surf Green, Black, 3-Color Sunburst and Natural Sapele.

Available **October 2025**. For product images, click [HERE](#).

FENDER AMPS

AMERICAN VINTAGE SERIES

'62 Super™ Amplifier (\$2499.99 USD, £2,439 GBP, €2,899 EUR, \$4,599.00 AUD, ¥404,800 JPY) Considered hidden treasures from the early 1960s, Fender® “brown panel” amplifiers bridged the gap between the raw tone of '50s-era tweed amps and the sparkling clean tone of mid-'60s “black panel” amps. The '62 Super™ has an incredibly warm and woody sound when played clean, blooming into sweet overdrive when cranked. Along with its special phase-shifting harmonic tremolo, this amp dishes out phenomenal tone at any volume. With dual 6L6 power tubes pushing 40 watts through two 10” Celestion® Custom Design speakers, the '62 Super™ is ideal for recording and gigging. The '62 Super™ is the perfect addition to the American Vintage™ line — bound to be the next amp purchase for tone seekers, Fender® aficionados and collectors everywhere.

Available **September 2025**. For product images, click [HERE](#).

MUSTANG® LTX SERIES

Mustang® LTX50 & Mustang® LTX100 (\$299.99-\$399.99 USD, £329-£419 GBP, €399-€499 EUR, \$649.00-\$849.00 AUD, ¥49,500-¥66,000 JPY) The Mustang® LTX amplifiers stand as the latest addition to the world’s most popular guitar amplifier line. Merging advanced technology with classic Fender® design, it suits players at every level. It offers an intuitive user interface, 50 amp and effect models for any genre, 100 preset slots, a configurable signal path, and an integrated color display with an on-board tuner. Available in both 50- and 100-watt models, the Mustang® LTX is ideal for both practice and performance. It features a 12” Fender® special design speaker and supports an optional gig-ready 5-button footswitch. Built-in Bluetooth® lets players jam along with their favorite tracks and seamlessly create, edit, download, and share presets through the Fender TONE® app.

LTX-5 Footswitch (\$129.99 USD, £99.99 GBP, €119.99 EUR, \$210.00 AUD, ¥22,000 JPY)

Take command of your tone with the professional grade LTX-5 Footswitch, your direct link to

the full potential of the Mustang® LTX 50 and 100 watt amplifiers. This 5-button footswitch delivers intuitive control and instant access to your favorite presets and effects, all in a road-ready design that's built for the stage. Instantly recall your favorite tones with easy bank navigation and direct preset access in Preset Mode. Effects Mode allows you to take control of your effect chains with dedicated switches for Stomp, Modulation, Delay, and Reverb. Instantly engage or bypass effects for real-time tone shaping. Tap Tempo is available in Preset mode and an onboard tuner can be accessed with the Mode switch that mutes the signal and displays the tuning on the LCD display.

Available **September 2025**. For product images, click [**HERE**](#).

TONE MASTER® FR-12 TWEED

Tone Master® FR-12 Tweed (\$649.99 USD, £579 GBP, €689 EUR, \$1,249.00 AUD, ¥108,900 JPY)

The Tone Master® FR-12 Tweed is a full-range, flat-response powered speaker designed for today's digital guitar amp modelers and profilers. Wrapped in classic '50s-era tweed covering with a brown striped grille cloth, it faithfully replicates every nuance of amp simulations, making it the ideal solution for players using modelers at home or on stage. Equipped with a powerful 1,000-watt integrated amplifier, the FR-12 Tweed delivers the volume and headroom required for demanding studio sessions or live performances. It also features a 3-band active EQ and a high-frequency cut control, allowing players to fine-tune their onstage sound without affecting the line out signal sent to the PA system. With an industrial design that's 100% Fender®, the FR-12 Tweed brings an authentic backline aesthetic to modern modeling setups.

Available **October 2025**. For product images, click [**HERE**](#).

FENDER PEDALS

HAMMERTONE™ EXPANSION

Hammertone™ Breakup Drive (\$99.99 USD, £75.99 GBP, €89.99 EUR, \$159.00 AUD)

The Hammertone™ Breakup Drive delivers responsive, tube-like overdrive tones in a compact, format. Built around a JFET-based circuit, it's designed to replicate the dynamic

feel of hot tubes pushed to the edge of saturation. Two selectable clipping modes let players dial in anything from light breakup to low-gain overdrive, each offering expressive responsiveness that cleans up with lighter picking and intensifies with more aggressive playing. An expansive tone control and a switchable pre-gain mid boost provide flexible frequency shaping to craft the perfect sound. Whether adding character to a clean tone or delivering touch-sensitive overdrive, the Hammertone Breakup Drive offers versatile performance for players who crave feel and nuance.

Hammertone™ Boost (\$99.99 USD, £75.99 GBP, €89.99 EU, \$159.00 AUD)

The Hammertone™ Boost elevates any rig with two distinct boost circuits housed in a single enclosure. Its Type switch allows players to choose between a clean, op amp-based boost for transparent volume enhancement and a JFET-based boost that adds warmth and harmonic richness, reminiscent of vintage tape unit preamps. With center-detented Treble and Bass controls, the EQ section offers easy access to a completely flat boost or precise tonal shaping—cutting or enhancing frequencies as needed. Whether used to cleanly boost solos, push an amp into breakup, or add subtle sweetness to a core tone, the Hammertone Boost delivers exceptional flexibility and performance.

STROBO-SONIC PRO™ TUNER PEDAL

Strobo-Sonic Pro™ Tuner Pedal (\$99.99 USD, £95 GBP, €115 EUR, \$189.00 AUD, ¥14,300 JPY)

Strobo-Sonic Pro is an ultra precise strobe tuner anyone can use, featuring an astonishing ± 0.01 cent tuning accuracy in an incredibly pedalboard-friendly package. Designed with on-stage tuning in mind, the Strobo-Sonic Pro™ features a large, high-visibility LED display, auto brightness dimming and two easily trackable tuning display modes that provides effortless tuning for any player. Strobe display mode delivers hyper-sensitive accuracy that even the most discerning guitar tech will appreciate, while needle display mode provides a familiar tuning experience for any situation. Conveniently accessible side switches offer deeper control of the reference pitch and three bypass modes including true bypass, buffered bypass and buffered always-on modes.

Available **September 2025**. For product images, click [**HERE**](#).

FENDER ACCESSORIES

Troubadour™ Gig Bags (\$199.99 USD, £189.99 GBP, €229.99 EUR, \$399.00 AUD, ¥33,000

JPY) The Troubadour™ Gig Bag was made with the on-the-go musician in mind—designed by players, for players. Featuring a weather-resistant, waxed canvas exterior, it offers exceptional protection while maintaining a sleek, premium aesthetic. With 25mm of thick padding and a soft-touch microfiber lining, it provides ample cushioning to keep instruments safe and sound during travel. Thoughtfully designed details—including ergonomic backpack straps, a dedicated water bottle pocket, and exterior compartments for laptops and accessories—ensure gear remains organized and protected on the move. Built to go the distance, the Troubadour Gig Bag is as reliable as it is visually striking—an ideal companion for musicians who demand both function and style. Available in Olive, Navy and Butterscotch.

Essentials Wall Hangers (\$26.99 USD, £12.99 GBP, €14.99 EUR, \$30.00 AUD, ¥2,200 JPY)

The Fender Essentials Guitar Wall Hanger was designed to showcase prized guitars with style and security. Built from durable hardwood and featuring a reinforced steel yoke, it offered a reliable hold, while the pivoting, EVA foam-padded yoke adjusts to fit most headstock shapes for a straight, balanced hang. Complete with a laser-engraved Fender logo and included mounting hardware, the Essentials Wall Hanger keeps a go-to guitar ready to play while adding a subtle touch of Fender flair to any space.

Player II Guitar Necks (\$314.99 USD, £339.99 GBP, €399.99 EUR, \$599.00 AUD)

The story of Fender's modular design began in 1946, and guitarists have been writing their own chapters ever since. The pioneering bolt-on neck construction wasn't just about making guitars easier to service—it was about giving players the power to shape their sound. Today, every genuine Fender replacement neck carries that legacy forward, offering endless possibilities for customization, restoration, and reinvention.

Crafted at Fender's Ensenada, Mexico manufacturing facility, Fender® Player II Series guitar necks are designed for supremely comfortable performance, featuring a silky-smooth satin urethane back finish and a Modern "C" profile that suits almost any playing style. The 9.5"-radius fingerboard and medium jumbo frets allow for fluid leads and choke-free bends, while hand-rolled fingerboard edges provide a slightly broken-in, inviting feel.

The nut is pre-slotted with “pilot” string location grooves to simplify string spacing during final slot filing. For true Fender authenticity, each neck is serialized and laser-engraved with the “Genuine Fender Parts” logo on the heel. This replacement neck is intended for Fender® or Squier® by Fender guitars.

Fender® Player II Series guitar necks include Telecaster®, Stratocaster®, Precision Bass®, Jazz Bass®, Jazzmaster® and Jaguar® models.

Quadra Tap Pre-Wired Pickguards - HH & HSS (\$499.99-549.99 USD, £479.99 GBP, €569.99 EUR, \$899.00-\$979.00 AUD, ¥77,000-¥88,000 JPY) The voice of a Stratocaster® is easily transformed with a genuine Fender® Pre-Wired Pickguard Assembly. Crafted with premium components in the same factory as Fender’s iconic guitars, this complete drop-in solution delivers authentic tone with hassle-free installation. With no complicated wiring required, upgrading is simple—just remove the existing pickguard, connect two wires, mount the new assembly, and unlock a whole new tonal palette in minutes. It’s the fastest way to enhance a Strat® with time-tested electronics and craftsmanship.

Equipped with Quadra Tap™ 1 Humbucker and 70th Anniversary Ultra Noiseless™ Strat® pickups, this loaded pickguard offers an incredibly versatile range of HH and HSS tones. The Ultra Noiseless single-coil pickups provide pristine, vintage-inspired Fender tones without the hum, while the Quadra Tap™ 1 humbucker delivers four distinct voices ranging from smooth warmth to high-output power. The volume knob’s S-1™ switch splits the humbucker into a dynamic single-coil, and the S-1™ switch on the first tone knob activates the hot voicing in both humbucking and split modes. A treble bleed circuit is also included to maintain clarity and high-end definition at any volume.

Powered by an alnico 2 bar magnet, the passive Quadra Tap™ humbucker stands out as a tone-shaping powerhouse, offering an expansive voice that captures the spirit of vintage tones while embracing the demands of modern performance.



Custom Shop '50/'51 Blackguard Telecaster® Pickup Set (\$314.99 USD, £289.99 GBP, €339.99 EUR, \$539.00 AUD, ¥38,500 JPY) For fans of the unmistakable tone of a Blackguard Tele® - punchy lows, fat mids and crisp, twangy highs - the Custom Shop '50-'51 Blackguard Telecaster® pickups are faithful recreations of the originals. Crafted with large-diameter, unbeveled alnico 3 magnets in the bridge pickup and alnico 5 in the neck, they're wound using 43-gauge Enamel wire for authentic performance and sound. Packed with open, lively, full-bodied tone, these pickups host a rare collection of features from the earliest versions of the 1950 Blackguard Tele® in existence.

Custom Shop Ancho Poblano Stratocaster® Pickup Set (\$335.99 USD, £299.99 GBP, €359.99 EUR, \$579.00 AUD, ¥44,000 JPY) With tone as big as Texas, the Fender® Custom Shop Ancho Poblano Stratocaster® Pickups deliver giant sound for the player that likes everything bigger. Crafted using ingredients according to our own secret recipe, these spicy single-coil calibrated pickups crank out fat, high-output tone with plenty of sonic flexibility. With hotter output from the neck pickup to the bridge pickup, these pickups have all the vintage-style tone and dynamic response that made Fender a legend - just more of it. Uniquely overwound for a wide range of high-output tones—from blistering-hot output to sizzling vintage warmth—with plenty of tonal flexibility.

Custom Shop Dual Mag II Stratocaster® Pickup Set (\$335.99 USD, £339.99 GBP, €399.99 EUR, \$579.00 AUD, ¥44,000 JPY) Fender® Custom Shop Dual-Mag II Stratocaster® pickups deliver a well-balanced tone with shimmering, clear highs and rich, full lows—

thanks to a unique blend of alnico magnets. They feature unbeveled alnico 5 magnets for the low E through G strings and hand-beveled alnico 2 magnets for the B and high E strings, offering exceptional clarity and warmth across the tonal range. Each pickup is wrapped with copper shielding tape to reduce noise and includes a custom stagger with a “low G” magnet for a smooth transition from wound to plain strings. The alnico 5 under the G string helps it “sing” just right, while the slightly taller-than-vintage alnico 2 B and E magnets ensure optimal string-to-string balance. True to their name, Dual-Mag II Strat® pickups provide one of the clearest, most balanced Stratocaster tones available—designed for players who demand nuance, precision, and musicality.

Custom Shop ‘55/’56 Whiteguard Telecaster® Pickup Set (\$314.99 USD, £289.99 GBP, €339.99 EUR, \$539.00 AUD, ¥38,500 JPY)

An essential part of the recipe from the Whiteguard era, the Fender® Custom Shop ‘55-’56 Telecaster® pickups are an accurate 1:1 recreation of the pickups used in those instruments. These pickups have all the grunt and snarl of the originals, thanks to the hand-beveled, staggered alnico 5 magnets in the bridge pickup. The neck pickup uses alnico 3 magnets for sweet midrange and tight bass. Most Whiteguards had transitioned from alnico 3 to the higher output alnico 5 magnets and featured staggered bridge pickup magnets. This stagger creates more string-to-string articulation and a balanced output. These updates—along with steel bridge saddles—created more high-end twang with a faster attack. From chicken pickin’ to raw rock, experience the authentic vintage Tele® tone that launched countless hits.

Available **Fall 2025**. 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 on all social platforms.

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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.

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