

FENDER® INTRODUCES 50TH ANNIVERSARY JAGUAR® GUITAR

U.S.-BUILT ANNIVERSARY INSTRUMENT COMBINES OLD AND NEW INTO “FINEST OF ALL JAGUAR GUITARS” MODEL

SCOTTSDALE, Ariz. (Jan. 11, 2012) — Fender is proud to celebrate five colorful decades of the Jaguar guitar by introducing the **50th ANNIVERSARY JAGUAR** model. The instrument takes players back to 1962, when Fender introduced an unusual new guitar that paired a sleekly modified Jazzmaster® body style and elaborate control layout with a shorter scale and smaller, brighter pickups with more output. The resulting Jaguar was the fourth and last of Fender’s original lineup of standard electric guitars.

Perfectly matched to the early-’60s renaissance in design modernism (as exemplified by everything of the era from autos to aircraft to sunglasses to furniture), the Jaguar gradually acquired a fascinating pedigree quite unlike that of any other Fender guitar. A chromed-out, surf-rock staple of the 1960s, it found new life from the mid-1970s-on as a subversively offbeat alternative axe wielded by punk, post-punk, grunge and alt-indie guitar heroes and anti-heroes alike. The same guitar that originally crested waves of reverb-drenched singles by groups such as the Chantays and the Surfaris later fueled, for example, the dynamic grunge maelstrom of Nirvana, the translucent shoe-gazing dream pop of My Bloody Valentine and the literately artful alt-rock of the Pixies, the Flaming Lips and many others.

The U.S.-built 50th Anniversary Jaguar celebrates that vivid history and combines old and new into the finest of all Jaguar guitars. Highly distinctive features include the classic 24” scale length, a new one-degree neck-angle-pocket cut that improves pitch, a re-positioned tremolo plate that increases bridge break angle and sustain, and specially designed hot Jaguar single-coil neck and bridge pickups that deliver fatter tone and more output (once again framed by the model’s classic notched metal “claws”; a hum-reducing innovation only found on the Jaguar).

Other premium features include a sleekly offset alder body with lacquer finish, C-shaped maple neck with lacquer finish and vintage-style truss rod, 9.5"-radius bound rosewood fingerboard with 22 medium jumbo frets and pearloid block inlays, separate "lead" and rhythm tone circuits with their own dedicated volume and tone controls, two-position tone switch and on/off slide switch for each pickup, three-ply pickguard (Mint Green-Black-Mint Green), and vintage-style floating tremolo bridge with lock button and chrome cover. Accessories include a deluxe brown case, strap, cable and a set of flatwound strings. Available in classic vintage Fender finishes Lake Placid Blue, Candy Apple Red and striking Burgundy Mist Metallic, which authentically evokes the original Jaguar's Burgundy Mist finish option. For more information, 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

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