

FENDER® ANNOUNCES AMERICAN ORIGINAL SERIES – INSPIRED BY FENDER MODELS THROUGH THE DECADES

**AMERICAN ORIGINAL SERIES ELECTRIC GUITARS AND BASSES
UNITE CLASSIC 1950S, '60S AND '70S MODELS WITH DISTINCT
MODERN ENHANCEMENTS, BEST OF FENDER PERFORMANCE,
PLAYABILITY**

HOLLYWOOD, Calif. (January 16, 2018)—Fender Musical Instruments Corporation (FMIC) today announced the launch of the American Original Series, a new line of American-made electric basses and guitars inspired by some of Fender's most-successful '50s, '60s and '70s models. Boasting 11 models and 30 SKUs to match a variety of musical tastes and players, the American Original Series replaces the American Vintage Series, which was first introduced in 1982. Whether you're a gigging musician, lover of vintage-style design or a collector – this new series marries that classic Fender vibe players have always loved about '50s, '60s and '70s Fender electric guitars and basses with distinct, modern features offering greater comfort, playability and best-in-class performance.

"American Original guitars are a tip of the hat to Fender's timeless designs, which remain enduring and relevant tools of creative expression," said Justin Norvell, SVP Fender Products. "Even though models like the Stratocaster and Telecaster were introduced decades ago, the design was perfect and the form factor remains largely unchanged because we got it right the first time. If you're looking for a fresh take on authentic, period-correct and accurate versions of Fender guitars and basses from the '50s, '60s and '70s – the American Original Series is the best new choice out there."

Priced from \$1,799.99 to \$2,099.99, American Original electric guitars and basses are designed and handcrafted in Corona, Calif. The progressive lineup features a wide variety of models across decades, including: '50s and '60s Stratocaster® guitars; '50s and '60s

Telecaster® guitars; '60s Jazzmaster® and '60s Jaguar® guitars; '50s and '60s Precision Bass® guitars; '60s and '70s Jazz Bass® guitars; as well as left-handed models for the '50s Stratocaster®, '60s Stratocaster® and '50s Telecaster®. Thirteen classic Fender colors are featured on these electric guitars and basses: Aztec Gold, White Blonde, 2-Color Sunburst, Olympic White, Candy Apple Red, 3-Color Sunburst, Butterscotch Blonde, Fiesta Red, Lake Placid Blue, Surf Green, Ocean Turquoise, Natural and Black.

Marrying classic style, modern playability and performance, the American Original Series brings together vintage-style design cues, as well as modern fingerboard radii and switching. Other key features include: vintage-style hardware, vintage-tall frets, body radii and neck shapes, lacquer finishes, original-spec pickups, classic Fender colors and vintage-style cases.

Like the American Vintage Series before it, Fender American Original guitars and basses are already widely used across multiple musical genres by top artists, such as: Isaac Brock – singer, guitarist, banjoist and songwriter for indie rock band Modest Mouse; Rock and roll singer-songwriter JD McPherson; Kurt Vile – singer-songwriter, multi-instrumentalist and record producer; as well as Grammy®-winning producer and artist Raphael Saadiq – accompanying each on their musical journey toward exceptional artistry .

The American Original Series is available now at local dealers and on www.Fender.com. Models include:

- American Original '50s Stratocaster®
- American Original '50s Stratocaster®, Left-Hand
- American Original '50s Telecaster®
- American Original '50s Telecaster®, Left-Hand
- American Original '50s Precision Bass®
- American Original '60s Stratocaster®
- American Original '60s Stratocaster®, Left-Hand
- American Original '60s Jaguar®
- American Original '60s Jazz Bass
- American Original '60s Jazzmaster®
- American Original '60s Precision Bass®

- American Original '70s Jazz Bass®

To learn more about Fender's American Original Series, click [here](#). See here for [product images](#) and [artist images](#). Additional information on each model can be found [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.

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ABOUT FENDER MUSICAL INSTRUMENTS CORPORATION: 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 brands includes Fender®, Squier®, Gretsch® guitars, Jackson®, EVH® and Charvel®, follows a player-centric approach to crafting the highest quality instruments and musical solutions across genres. FMIC is dedicated to unlocking the power of music through electric and acoustic guitars, amplifiers, pro audio, accessories and digital products that inspire and enable musical expression at every stage, from beginners to history-making legends.

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CONTACT DETAILS

GLOBAL MEDIA INQUIRIES

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