



FENDER® BRAD PAISLEY SIGNATURE ESQUIRE® HONORS COUNTRY MUSIC SUPERSTAR AND 70TH ANNIVERSARY OF GENRE-DEFINING GUITAR

**PAISLEY AND THE FENDER ESQUIRE® CELEBRATED WITH NEW
GUITAR THAT INNOVATES WHILE KEEPING TRUE TO TRADITION**

HOLLYWOOD, Calif. (November 17, 2020)—Fender Musical Instruments Corporation (FMIC) today released the new Brad Paisley Signature Esquire®, in collaboration with the multiple-Grammy®-Award-winning country music superstar. Over the course of the guitar brand's nearly 75-year history, the Fender Esquire® has been used by generations of country musicians who prized its approachability and uncompromising tone. With his second Signature guitar, Fender honors both the storied history of the beloved model and a man who has made the Esquire iconic to fans of modern country music. Brad Paisley has used the Esquire® guitars tried-and-true sound throughout a decades-long career which

includes three Grammy® awards, 24 No. 1 hits and over 3.9 billion on-demand streams making him the perfect partner for Fender to celebrate this guitar anniversary with.

“The Esquire® is a streamlined, working-man’s guitar,” said Paisley. “It’s really important to me that you hear an echo of the past in the stuff that I do, and in that sense, this guitar encompasses what I try to do musically. It has a retro feel, but at the same time, it’s progressive, with a new style of pickup that hasn’t been done before.”

The signature twang of the Esquire® and its later iteration, the Telecaster®, have been heard on countless country albums and have helped to define the sound of the genre. In this spirit, the Brad Paisley Signature Esquire® takes the elements that have made the guitar a staple and provides subtle upgrades to bring this iconic model into the future. Historically, the Esquire® model is known for featuring a single pick-up; making it perfect for country artists like Brad Paisley, as well as those seeking an affordable, but professional instrument at the outset of their career. In order to maintain this upstart spirit of the Esquire while giving musicians a greater sonic range, Fender has added a Seymour Duncan® Brad Paisley Signature “Secret Agent” neck pickup. This pickup is hidden under a pickguard adorned in a custom paisley pattern — keeping the image of the instrument intact while delivering a robust palette of sounds.

“We view our Artist Signature Series as a significant way to honor the sound, style and talents of the artists who have made Fender who we are today,” said Justin Norvell, EVP, Fender Products. “The creation of this guitar was driven by two amazing stories. One is the story of a nearly 75 year-old guitar made for professional players that still is heard today on hit records. And alongside it is Brad’s story; taking the elements of classical country music and continuing delivering hit after hit in the modern era. With Brad’s suggestion to add the hidden pickup that opens up new sounds while keeping its traditional stripped-down nature, this guitar tells both of these stories. Anyone who purchases one can help write the next chapter.”

“At Fender, we remain dedicated to supporting country music and the Nashville guitar community,” said Ben Blanc-Dumont, Director of Artist Marketing for Fender in Nashville. “In addition to being one of the most influential artists in country music’s history, Brad

Paisley is also one of the most-respected guitar players in the world. Working with Brad on his Fender signature models is always an incredible process; he is so focused on getting every little detail right, not only to match his musical vision, but also for all kinds of guitarists - from aspiring players to professionals.”

The Brad Paisley Signature Esquire® features a lightweight Paulownia body with Spruce top and back, finished in a stunning black sparkle and given a RoadWorn® treatment for a vintage look and feel. The maple neck with 9.5” radius fingerboard improves the playability over previous Esquire® guitars but features a classic V-shaped profile in a nod to the guitar’s heritage. American Professional compensated saddles in a vintage bridge show an attention to detail and quality, while the black paisley-patterned nods to the artist’s influence. And of course, the Seymour Duncan® Brad Paisley Signature “Secret Agent” neck pickup maintains the aggressive spirit of the original Esquire®, while giving the players tone options never before heard in the model.

In true tradition, the Fender® Artist Signature Series honors iconic musicians through product progression and storytelling, creating instruments inspired by the unique specifications of the world’s greatest guitarists and bassists. [Paisley himself discusses the all-new Brad Paisley Signature Esquire® specs, his playing style, technique and more.](#)

Learn more about the Brad Paisley Signature Esquire® and access a product description [here](#); product photos and images of Brad with his Signature Esquire® 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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BRAD PAISLEY SIGNATURE ESQUIRE® - \$1,399.99 Brad Paisley has three Grammy® Awards, two American Music Awards, 14 Country Music Association Awards, 15 Academy of Country Music Awards and one stellar Fender Signature Telecaster®. The Brad Paisley Esquire® is both a celebration of one of Brad’s favorite Fender® platforms and a nod to the Esquire® guitars 70th anniversary celebration. The guitar is built on a lightweight Paulownia

body with spruce top and back, and features a custom V-shaped maple neck for a perfect feel in the hand. The hardware features a Fender® custom Brad Paisley bridge pickup, alongside a unique Seymour Duncan® Brad Paisley Signature “secret agent” pickup, hidden under the beautiful pickguard featuring an updated version of the artist’s Paisley design.

ABOUT BRAD PAISLEY:

Brad Paisley has earned his place in country music history as one of the genre’s most talented and decorated male solo artists. Over the past 20 years, his songwriting and unmatched showmanship have won him numerous awards, including three GRAMMY® Awards, two American Music Awards, 14 Country Music Association Awards and 15 Academy of Country Music Awards, among many others. A member of the Grand Ole Opry since 2001, Paisley has written 21 of his 24 No. 1 hits, and in 2008 became the first artist to achieve 10 consecutive Billboard Country Airplay No. 1 singles. The 2010 CMA Entertainer of the Year’s past works have amassed over 3.9 billion on-demand streams. Paisley continues to collaborate with Peyton Manning in a multi-year ad campaign with Nationwide insurance. In 2015, the global superstar partnered with Boot Barn® to develop Moonshine Spirit by Brad Paisley, an exclusive line of jeans, hats, T-shirts, jewelry, belts and woven shirts. A prolific entertainer, Paisley’s first prime-time special, Brad Paisley Thinks He’s Special, aired on ABC in December 2019 and has garnered over 18.1 million viewers to date. Paisley and his wife, Kimberly Williams-Paisley, are co-founders of nonprofit organization The Store, a free-referral based grocery store, which aims to empower low-income individuals and families in the Nashville area. For more information, visit www.thestore.org. For more about the artist, visit BradPaisley.com, or find him on [Facebook](#), [Twitter](#), [Instagram](#), and [Youtube](#)

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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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