

FENDER® RELEASES NEW POPULAR MODELS FOR 2015 NAMM SHOW

SCOTTSDALE, Ariz. (January 22, 2015) – Fender is proud to announce the release of several popular models, just in time for the 2015 NAMM Show.

For guitarists who must have original-era Jaguar® sound, look and feel, the **Classic Series '60s Jaguar Lacquer** epitomizes the instrument during its debut decade, when guitarists from coast to coast used it to ride waves of reverb-drenched surf and instrumental music. With authentic features including a nitrocellulose lacquer finish in classic Fiesta Red and dual American Vintage Jaguar pickups, everything about it takes you back to a wildly creative time when rock music came into its own, from surf to psychedelia and more.

For guitarists who must have original-era Jazzmaster® sound, look and feel, the **Classic Series '60s Jazzmaster Lacquer** epitomizes the instrument during the 1960s, when guitarists from coast to coast used it to ride waves of reverb-drenched surf and instrumental music. With authentic features including a nitrocellulose lacquer finish in classic Surf Green and dual American Vintage Jazzmaster pickups, everything about it takes you back to a wildly creative time when rock music came into its own, from surf to psychedelia and more.

Those who prize older instruments with the battered look of years on the road and the scars of countless gigs can still have that authentically aged vibe without spending decades on the road themselves. The irresistibly cool look of finish worn through to the wood, lightly rusted hardware, a bruised neck and yellowing plastic parts are yours right away with Road Worn instruments.

The **Road Worn '60s Jaguar** and **Road Worn '60s Jazzmaster** guitars sound, look and feel like they've been there and back, have a more than a few miles on them, and then some. With authentic 1960s styling aged to impart a lifetime of wear and tear that has somehow made it get even better, they're must-haves for the guitar player who appreciates broken-in look and vibe.

For guitarists who must have original-era Strat® sound, look and feel, the **Classic Series '60s Stratocaster® Lacquer** epitomizes the instrument during its second decade, when musicians used it to conjure and create electrifying sounds never before imagined or experienced. Everything about it takes you back to a wildly creative time when rock music came into its own—from surf to psychedelia and more—and players started to discover in earnest just what a phenomenal instrument the Stratocaster really was. Now available in limited quantities in beautiful Daphne Blue or Surf Green, each with painted matching headstock.

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

GLOBAL MEDIA INQUIRIES

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