



FENDER® EXPANDS ARTIST SIGNATURE SERIES LINEUP WITH ROCK AND HEAVY METAL LEGENDS, ERIC JOHNSON, JIM ROOT, TOM MORELLO

ERIC JOHNSON "VIRGINIA" STRATOCASTER® – THE FIRST MODEL ADDED TO FENDER'S STORIES COLLECTION – JIM ROOT JAZZMASTER® V4 AND TOM MORELLO "SOUL POWER" STRATOCASTER® DEBUT AT WINTER NAMM 2020

HOLLYWOOD, Calif. (January 16, 2020)—Fender Musical Instruments Corporation (FMIC) today announced three new additions to its Artist Signature Series electrics offering – the Eric Johnson "Virginia" Stratocaster, Jim Root Jazzmaster V4 and Tom Morello "Soul Power" Stratocaster – all debuting at Winter NAMM 2020 in Anaheim, Calif. Developed with rock, blues and heavy metal players in mind, these all-new Artist Signature Series models add performance-ready features and stylistic touches hand-selected by some of the industry's

most iconic players – from Grammy®-winner Eric Johnson and Slipknot guitarist Jim Root to Audioslave and Rage Against The Machine legend Tom Morello.

For the first time, Fender has replicated and released Eric Johnson's beloved '54 "Virginia" Stratocaster, the instrument he used to record hit song "Cliffs of Dover," the *Tones* record (1987 Grammy® nomination for Best Rock Instrumental Performance) and the Platinum *Ah Via Musicom* (1991 Grammy® for Best Rock Instrumental Performance) albums that made him a hero to music fans and guitarists alike. Built in Corona, California, this extremely limited-edition model combines extraordinary history and exceptional tone. Its rare sassafras body, custom switching and special set-up will thrill players and collectors by showcasing its unique silky tone and distinct fine grain appearance. The Eric Johnson "Virginia" Stratocaster will be the first model in Fender's all-new Stories Collection, a celebration of the guitars that shaped history's most iconic music and the details that made them unique.

Both beautiful and beastly, the Jim Root Jazzmaster V4 is the fifth Fender artist signature model for Slipknot guitarist Jim Root; it features active humbucking pickups, a 12" radius, jumbo frets ideal for heavy playing styles, an ebony fingerboard, block inlays and striking white finish that makes the guitar stand out on stage. Fender worked hand-in-hand with Root to deliver crushing detuned tone with an all-new bold look, culminating in a brutal-sounding signature Jazzmaster model that complements his heavy playing style.

Designed by Tom Morello in partnership with Fender, the "Soul Power" Stratocaster is one of the most iconic guitars of the modern rock era. Featuring Morello's unique customizations that helped shape his radical sound and riffs from the Audioslave era and beyond, the original "Soul Power" was recently featured at the Metropolitan Museum of Art and currently resides in the Rock & Roll Hall of Fame. Fender's signature launch with Morello also marks the start of their joint collaboration in 2020 in association with the Fender Play Foundation designed to equip, educate and inspire the next generation of players, alongside Tom's other charitable efforts with Jail Guitar Doors.

"We are excited to continue to work with such legendary players to help share their story through music," said Justin Norvell, EVP Fender Products. "Whether it is their first Artist Signature model, or fifth, we continue Fender's legacy by helping artists showcase the

versatility of our instruments. Each Artist Signature model that we reveal at Winter NAMM this year will showcase a variety of exceptional, legendary tones that made music history."

Product Details:

Eric Johnson "Virginia" Stratocaster - \$2,499.99 (Launching February 2020) joins the Fender Stories Collection. Eric Johnson already had his 1954 "Virginia" Stratocaster when he recorded *Tones* and the Platinum *Ah Via Musicom*, groundbreaking albums that made him a hero to music fans and guitarists alike. To this day, Eric continues to release brilliant music, tour constantly and is, to the electric guitar community, a savant and widely followed tastemaker. In 2020, for the first time, Johnson's 1954 "Virginia" Stratocaster will be replicated by both Fender Custom Shop and the Fender Corona Production line in limited numbers. With its rare sassafras body, lacquer finish, custom wiring and more, the Eric Johnson 1954 "Virginia" Stratocaster will thrill players and collectors alike with its distinctive look and exceptional tone.

Jim Root Jazzmaster V4 - \$1,399.99 (Launching March 2020) delivers detuned tone with a bold new look. Fender worked closely with the towering Slipknot guitarist to create a brutal-sounding signature Jazzmaster model that complements his heavy playing style—right down to its signature Daemonum™ open-coil EMG® active pickups, shred-worthy 12" radius fingerboard with jumbo frets, sparse control layout and more. The Jim Root Jazzmaster V4 dispenses with frivolities such as a vibrato, rhythm circuit and tone control. Only crucial essentials remain: a volume control, a 3-way switch and a hardtail bridge. Featuring a mahogany slab body for pronounced lows and mids, brilliant Polar White satin finish, maple neck with bound ebony fingerboard and pearloid block inlays, this powerful machine delivers brutal tone with a striking new look.

Tom Morello Stratocaster - \$1,399.99 (Launching March 2020) is based on the modified Designer Series Strat used during his time in Audioslave and features an alder slab body with binding and a Deep "C"-shape maple neck with 9.5"-14" compound radius rosewood fingerboard and 22 medium-jumbo frets. Other features include: a recessed Floyd Rose® locking tremolo system; Seymour Duncan Hot Rails bridge humbucker; two Fender Noiseless™ pickups in the neck and middle positions; a chrome pickguard; kill-switch toggle; locking tuners; matching painted headcap and iconic "Soul Power" body decal, and a black Fender case.

In true tradition, the Fender's 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. Learn more about the Artist Signature models and access product descriptions [here](#); images 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

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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