

FENDER® INTRODUCES A NEW LEVEL OF PERFORMANCE GUITARS WITH ITS AMERICAN ELITE SERIES

THE AMERICAN ELITE SERIES COMBINES OVER A DOZEN NEW INNOVATIONS AND FEATURES FOR TODAY'S PROGRESSIVE PLAYERS

SCOTTSDALE, Ariz. (Jan. 20, 2016) – Fender Musical Instruments Corporation (FMIC) is excited to launch its most high-performance electric guitar and bass line, the American Elite Series. Built on the Fender tradition of iconic design and craftsmanship, the 2016 American Elite Series is the embodiment of Fender's commitment to innovation.

With over a dozen innovations and advancements spread across the line, the American Elite Series infuses the iconic Stratocaster®, Telecaster®, Jazz Bass®, Precision Bass® and Dimension Bass® with modern features designed for players seeking the pinnacle in Fender performance. Features in the series include groundbreaking fourth generation Noiseless™ pickups, comfortable compound neck shapes and heels, sleek new redesigned ABS Elite Molded cases and fresh new finishes.

The new Noiseless pickups are only available in this Fender series, and represent a quantum leap in pickup design. Combining authentic, vintage-style sound with effectively noise-free performance, these are the peak of Fender's noiseless pickup designs. The pickups generate sparkling cleans and fat, overdriven tones that scream with pure rock 'n' roll power. Other shared features include a new compound "C" to "D" neck shape, a 9.5"-14" compound radius fingerboard, a new asymmetrical neck heel and a new dual action truss rod with easy access adjustment wheel.

"The American Elite Series is our most our most progressive and advanced series of electric guitars to date," said Richard McDonald, EVP of Fender and SVP Fender Marketing. "We spent two years refining every detail to give modern players the tools they need to excel and write the future of music."

Externally, each guitar in the American Elite Series carries on the tradition of iconic Fender design, craftsmanship and performance, but under the hood, these are a new breed of instrument, built to meet the demands of today's most progressive players designed for the 21st-century player who constantly pushes the envelope. Each guitar is a true performer with eye-catching style, exceptional feel and versatile sound from the very first moment you plug it in and play. The electric guitars will be available for consumer purchase February 2016 and the basses will be available late Spring 2016.

American Elite Stratocaster® & American Elite Stratocaster® Left-Handed The American Elite Series features a Strat® and left-handed Strat. Both models include a two-point modern tremolo that adds emotive touches to the player's performance without sacrificing tuning. Locking, all short-post tuning machines provide increased break angle at the nut. The Stratocaster models are available in a variety of colors including the all new Autumn Blaze Metallic and Sky Burst Metallic. Other colors include the 3-Color Sunburst, Mystic Black, Olympic Pearl, Aged Cherry Burst, and Tobacco Sunburst.

American Elite Stratocaster® HSS Shawbucker™ This American Elite HSS model combines a Shawbucker™ open-coil humbucking bridge pickup with the exclusive new Noiseless pickups. The passing lane push button switch reroutes to the player's bridge pickup signal, bypassing the tone and volume circuits. Locking, all short-post tuning machines provide increased break angle at the nut. The two-point modern tremolo also adds emotive touches to the player's performance without sacrificing tuning. The model is available in 3-Color Sunburst, Mystic Black, Olympic Pearl and Autumn Blaze Metallic.

American Elite Telecaster® The American Elite Telecaster is the original solid-body electric guitar reimagined for modern players who want leading-edge performance with timeless visual style. This guitar also includes S-1 switching that switches between parallel and series pickup wiring and locking short-post tuning machines. The model is available in 3-Color Sunburst, Mystic Black, Aged Cherry Burst, Tobacco Sunburst, Autumn Blaze Metallic and Butterscotch Blonde.

American Elite Telecaster Thinline® Infusing the esteemed semi-hollow design with Fender's latest innovations, the American Elite Telecaster Thinline is for the 21st-century guitarist who

embraces innovation in both instrument design and their own playing. The new Elite Suspension Bridge with three intonatable brass saddles is a unique design engineered specifically for the Thinline Telecaster. This guitar also includes S-1 switching that switches between parallel and series pickup wiring and locking short-post tuning machines. The model is available in 3-Color Sunburst, Natural and Mystic Ice Blue.

American Elite Jazz Bass® & American Elite Jazz Bass® V With Fender's latest innovations, the American Elite four and five-string electric basses are made for the modern bassist. The Noiseless pickups are fueled by a redesigned robust 18-volt preamp that crank up the power for even more signal quality and headroom with reduced noise. The HiMass™ Vintage bridge increases note attack and resonance for thunderous basslines with colossal punch and boundless sustain while allowing either top-load or strings-thru-body stringing. The four-string and five-string models are available in 3-Color Sunburst, Tobacco Sunburst, Olympic White, Natural and Black.

American Elite Precision Bass® Updating Fender's classic design with revolutionary technology and sound, the American Elite P Bass is a multi-faceted performer with classic style and giant sound. Features of this innovative bass include single-coil P Bass middle pickup, single-coil all-new fourth generation Noiseless Jazz Bass bridge pickup, onboard active 18-volt preamp, compound profile neck and redesigned contoured neck heel, HiMass Vintage bridge and new genuine bone nut. The Precision Bass model is available in 3-Color Sunburst, Tobacco Sunburst, Olympic White, Natural and Black.

American Elite Dimension Bass® V HH & American Elite Dimension Bass® IV HH The new American Elite four and five-string Dimension basses include Dimension Bass humbucking pickups that are fueled by the powerful 18-volt preamp with three-band EQ to cut through a mix. Also designed for comfort, the asymmetrical neck profile is slightly thicker on the bass side for easy gripping while performing. The hand-rubbed oil on the back of the neck also provides a fast, smooth playing feel, while Posiflex™ graphite support rods run the length of the neck. The Dimension Bass models are available in Cayenne, Violin Burst, Natural and Black.

For more information and to find a Fender Premium Showcase Dealer, visit 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.

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