

FENDER® RELEASES NEW LIMITED EDITION INSTRUMENTS AT 2015 NAMM SHOW

SCOTTSDALE, Ariz. (January 22, 2015) – Fender is proud to announce the release of many new limited edition instruments for the 2015 NAMM Show.

People have taken to their guitars with brush, pigment and boundless creativity for ages, treating them not only as sonic canvases, but literal ones too. Take noted artist and illustrator David Lozeau, who has adorned a series of special Fender instruments with his acclaimed and colorfully twisted vision. Lozeau has a quirky, character-driven painting style that wraps Day of the Dead iconography in a modern lowbrow aesthetic, blending fine art technique with illustrative humor to reveal his distinctive and funny perspective on life, death and all the interesting stuff in between.

The result is the **Special Edition Standard Stratocaster® David Lozeau**, which takes the versatile Standard Stratocaster and wraps it in Lozeau's imaginative imagery. This wonderfully colorful Strat has all the fine Standard features players everywhere love, and it comes in four dazzling Lozeau graphic finishes—the red "Sacred Heart" model, the orange "Tree of Life" model, the yellow "Rose Tattoo" model and the blue "Dragon" model. Let the art of Fender and the art of David Lozeau inspire your art. Available March 24, 2015.

Mahogany is one of the most popular guitar woods, but few Fender models are fashioned from it. Here, we've taken our American Deluxe Stratocaster and given it a sleek, slimmed-down two-piece mahogany body for a refined and rare look and sound. In addition to its distinctive wood construction, the **Limited Edition American Deluxe Mahogany Stratocaster HSS** features a slightly thinner body, N3 Noiseless™ single-coil neck and middle pickups, and a powerful Shawbucker humbucking bridge pickup. Available October 1, 2015.

In a nod to Fender's mid-20th century Southern California roots, the gorgeous **Limited Edition American Longboard Stratocaster HSS** was inspired by vintage surfboard

laminate designs. Further dressed out with rear-mounted pickups and a clear back cover that makes the interior electronics visible, laser-engraved headstock logo and a beautiful Natural hand-rubbed oil finish on the body and neck, this is a most unique Stratocaster model. Available August 3, 2015.

2015 marks the 50th anniversary of the Mustang®. Introduced in the 1960s as a student model, the Mustang nonetheless soon found its way to into professional hands and onto concert stages worldwide. The celebratory **Limited Edition American Shortboard Mustang** features an ash body with laminated walnut “competition” stripes that pay stylishly crafted homage to the originals, with the pure, full sound of dual Black Dove™ single-coil pickups. Available December 1, 2015.

A Telecaster with an immediately notable twist. This eye-catching design of the **Limited Edition American Standard Double-Cut Telecaster**® looks classic and comfortable, but with that remarkable double-cutaway ash body, it’s distinctive and offbeat at the same time. Pure and rich Telecaster tone comes from a Custom Shop Twisted single-coil neck pickup and a vintage-style Custom Shop single-coil Telecaster pickup. The Butterscotch Blonde finish and black pickguard hearken back to the Telecaster’s original early-’50s era. Available July 1, 2015.

Originally conceived in the Custom Shop, the **Limited Edition American Standard Offset Telecaster** is an incredibly distinctive hybrid of a Telecaster and Jazzmaster®. A novel concept and a truly original and collectable instrument never before seen in the Fender lineup, it features a highly distinctive offset body, with the singing voice of a Custom Shop Twisted single-coil neck pickup and a vintage-style Custom Shop single-coil Telecaster pickup.

It’s well known that the less finish there is encasing a guitar, the more the body can breathe, resonate and reverberate better and more freely. That’s why we gave the **Limited Edition American Standard Stratocaster** Oiled Ash a ’70s-style look with a thin oil finish on the body, allowing maximum tonal transference and organic projection. Its three single-coil Custom Shop Fat ’50s deliver warm and crystalline classic Stratocaster tone. Available June 1, 2015.

An elegant upgrade to one of our latest additions to the American Standard lineup, the **Limited Edition American Standard Telecaster HH** features dual Twin Head Vintage humbucking pickups for huge tone and stylish pearl block fingerboard inlays for an extra-elegant look. For the guitarist who wants more horsepower and a dash of additional style, this Limited Edition has both—and then some. Available May 1, 2015.

Some of the world's most prized vintage guitars are made from a West African hardwood called korina. We've chosen this premium wood to fashion the **Limited Edition American Vintage '52 Telecaster Korina** as an elegantly crafted take on a timeless Fender classic. In addition to the sophistication of its body wood and Blackguard Blonde finish, pure and rich Telecaster sound comes from its dual American Vintage '52 Telecaster single-coil pickups. Available November 2, 2015.

A great guitar with a long history, and that's no small exaggeration—the body of the **Limited Edition American Vintage Hot Rod '50s Tele® Reclaimed Redwood** is fashioned from reclaimed old-growth redwood. With antique wood reborn in musical instrument form, our versatile '50s Vintage Hot Rod design is a beauty to behold, with a humbucking neck pickup and single-coil bridge pickup for sound as compelling as the guitar's look. Available September 1, 2015.

The **Limited Edition American Standard Blackout Stratocaster** guitar is a great American Standard Stratocaster cloaked in an all-black finish complemented by a black pickguard, black control knobs, black pickup covers and—in a rare touch for a Fender instrument—a smooth-playing ebony fingerboard. Its Mystic Black finish lends an air of noir-ish sophistication, complemented by fleeting hints of sparkle. Its three single-coil Custom Shop Fat '50s deliver warm and crystalline classic Stratocaster tone. Available April 1, 2015.

The **Limited Edition Sandblasted Ash Stratocaster** features one of the most alluringly unusual finish treatments yet seen on a Fender instrument. After the transparent finish (in beautiful Sapphire Blue or Crimson Red) is applied, the ash body is literally sandblasted, leaving the surface grain pattern wonderfully textured with parallel ruts and grooves in which the black grain-filler coat shows beneath the color finish coat. It's a truly beautiful look complemented by a black pickguard, and the "topography" of no two instruments is identical. The guitar is also finely appointed with American Standard single-coil

Stratocaster pickups, a “no-load” tone control for the middle and bridge pickups (bypasses tone control circuitry when turned all the way up), and much more.

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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.

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