

FENDER® LAUNCHES THE PARAMOUNT™ SERIES ACOUSTIC GUITARS

INTRODUCING THE FIRST SERIES IN A NEW GENERATION OF PERFORMANCE ACOUSTICS

SCOTTSDALE, Ariz. (Jan. 21, 2016) – Fender Musical Instruments Corporation (FMIC) reaches the passionate performer through its new Paramount Acoustic Series acoustic guitars. The U.S.-designed Paramount Series acoustic instruments are finely crafted and specially voiced to bring a player's personal artistic vision to life. The Paramount Series marks the first guitars in Fender's growing line of performance acoustics.

The series includes Dreadnought, Parlor and Triple-0 models in both Standard and Deluxe versions. Each of the all-solid wood guitars in the Paramount Series reflects Fender's great tradition of craftsmanship and blend both legacy design elements and modern features across each model in the series, at an affordable price.

"Fender recognizes a modern musician's need for an all-purpose instrument that takes them through the entire musical journey, from writing and recording to performing on stage. This product reflects the best of Fender's DNA," said Richard McDonald, EVP of Fender and SVP Fender Marketing.

In addition to solid top and sides crafted from premium tone woods, each guitar offers many legacy design elements of classic '60s Fender models. These features include checkerboard purfling and rosette, pickguard shape and abalone and mother-of-pearl "Concert Tone" fingerboard inlays on Deluxe models. All-new Fender- and Fishman®-designed PM preamp systems are specifically voiced for each body shape in the series, ensuring complete tonal control and variation. The series will be available to consumers in February 2016.

Paramount Deluxe Dreadnought, Parlor and Triple-0

The Paramount Series Deluxe instruments feature vintage appointments with craftsmanship players expect from true high-performance acoustic guitars. Crafted from solid East Indian rosewood back and sides and Sitka spruce top and equipped with quartersawn scalloped “X” bracing, the Deluxe models are designed complex, resonant tone in mind. The models also feature a “C”-shaped mahogany neck with ebony fingerboard. The Deluxe Dreadnought, Parlor and Triple-0 models are available in Natural and Vintage Sunburst and each includes a humidifier and hardshell case.

Paramount Standard Dreadnought, Parlor and Triple-0

The Paramount Series Standard models are crafted from solid mahogany back and sides and Sitka spruce top and equipped with quartersawn scalloped “X”-bracing, producing a rich tone with ample volume. The models also feature a “C”-shaped mahogany neck with rosewood fingerboard. The Standard Dreadnought, Parlor and Triple-0 models are available in a Natural finish and also include a humidifier and hardshell case.

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.

CONTACT DETAILS

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