

BRAD PAISLEY JOINS FENDER® ARTIST SIGNATURE SERIES WITH BRAD PAISLEY ROAD WORN® TELECASTER® GUITAR

**MODEL BOASTING SILVER SPARKLE ROAD WORN LACQUER FINISH,
PLAYER-CENTRIC FEATURES HAND-SELECTED BY ARTIST DESIGNED
TO INSPIRE YOUNG PLAYERS**

HOLLYWOOD, Calif. (July 11, 2017)—Fender Musical Instruments Corporation (FMIC) today announced its collaboration with three-time GRAMMY® Award-winning and multiplatinum-selling country music superstar, singer, and celebrated guitarist Brad Paisley for his own artist signature guitar: the Brad Paisley Road Worn® Telecaster®. Fender and Paisley united to create a classic and timeless guitar reminiscent of one of his prized instruments in his guitar arsenal, his silver sparkle Telecaster®. The collaboration will be officially revealed at Summer NAMM 2017 in Nashville, Tenn.

“The best thing about having a Fender Signature Telecaster is the unwavering quality associated with the brand’s legacy and confidence that I’m introducing a great guitar at an incredible price point,” says Paisley. “I set out to create a guitar that was accessible for the vast majority of young people out there, who I hope to inspire to change the world with musical dreams.”

In addition to Paisley’s six-string virtuosity is his knack for an enduring country hit. His inimitable playing has underscored writing and performing that yielded three GRAMMY® Awards, two American Music® Awards, 14 Academy of Country Music® Awards, 14 Country Music Association® Awards (including Entertainer of the Year) and 24 No. 1 world-renowned hits. LOVE AND WAR, Paisley’s newest album, debuted at No. 1 on Billboard’s Top Country Albums chart, marking his 9th consecutive studio album entry at the chart’s top position.

The instrument itself reflects Paisley's dynamic persona and showcases his shared mission with Fender: to inspire the next generation of players. The body is custom-made from a lightweight and resonant paulownia center core with spruce top and back, while a custom wound '64 Tele Bridge Pickup expands the sonic palette with just the right amount of rough and tumble energy. Paisley carefully chose an enhanced "V" neck shape, making for a comfortable grip. The medium jumbo frets are perfect for quick picking and those bluesy over-the-neck bends. To cap it off, Roadworn silver sparkle finish, aged hardware, and a paisley pickguard make this guitar worthy of legends.

"Brad's influence has reached every corner of modern guitar playing realm and music at large across all genres – not just country," adds Justin Norvell, Senior Vice President, Fender Products. "Not only is it a beautiful guitar, but it has some amazing, unique features that we developed directly with him, namely the lightweight body and hot pickups. We amalgamated features from several of his favorite guitars, resulting in a truly compelling instrument we hope will empower players everywhere."

Fender's popular artist signature models are geared toward product progression and storytelling, creating instruments designed to the unique specifications of the world's most iconic artists. The Brad Paisley Road Worn® Telecaster® gives fans and players everywhere a chance to engage in a musical experience Paisley helped curate. To learn more about this new artist signature model and his mission to inspire the next generation of players from Paisley himself in the "Fender Presents: Brad Paisley Signature Road Worn Telecaster" video, click [here](#). For an approved image of Brad Paisley and his Fender Signature Road Worn® Telecaster® as well as product images please click [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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BRAD PAISLEY ROAD WORN® TELECASTER® - \$1,199.99

Fender teamed up with Brad Paisley to create his signature model, the Brad Paisley Road Worn Telecaster. The Brad Paisley Telecaster is crafted from a paulownia core capped by a

spruce top and back, providing a solid, lightweight foundation with acoustic-like resonance. The Paisley-approved pickup configuration includes a custom-wound '64 Tele® bridge pickup and a Fender Custom Shop Twisted Tele® neck pickup for classic tone with just the right balance of warmth and twang. Playability is key to Paisley's fleet-fingered style and the "Enhanced V" neck profile is designed for comfort, filling the hand at the nut for easy chording while flattening out in the upper registers for soloing. The modern 9.5" radius fingerboard and medium-jumbo frets make it easy to play fast and bend big. This Tele wears a silver sparkle Road Worn lacquer finish and aged hardware. Elegant touches include a custom clear pickguard with black and silver paisleys and a cowboy hat insignia on the headstock.

ABOUT BRAD PAISLEY:

Brad Paisley is a critically acclaimed singer, songwriter, guitarist and entertainer whose talents have earned him numerous awards, including three GRAMMYs, two American Music Awards, 14 Academy of Country Music Awards and 14 Country Music Association Awards (including Entertainer of the Year), among many others. He has been a proud member of the Grand Ole Opry since 2001. Paisley has written 21 of his 24 #1 hits including his most recent smash, "Today." The song has resonated with fans around the globe with the music video garnering over 42 million views, so far. "Last Time For Everything" is his current single from his 11th studio album, *LOVE AND WAR*, which was released April 21. It is his 9th consecutive studio album to debut #1 on *Billboard's* Top Country Albums chart. On April 28 *LOVE AND WAR* was released as country music's first ever visual album for a limited time exclusively on Apple Music. Paisley has contributed two instrumental tracks to the Disney·Pixar movie *Cars 3*, which hit theaters on June 16. Paisley's 2017 *Weekend Warrior World Tour* kicked off on May 18 in Saratoga Springs, NY and will continue across the country and across the ocean with shows in Sweden and Norway this summer. Paisley recently partnered with Sarah Cannon, the Cancer Institute of HCA Healthcare, and Sony Music Nashville, by launching *2017 Band Against Cancer*. The campaign will spread the word of community-based treatment, options and support. Sarah Cannon has adopted Paisley's #1 hit "Today" as the campaign's 2017 theme song. Paisley will return for his 10th year as co-host, with Carrie Underwood, for "The 51st Annual CMA Awards," airing live on Nov. 8 (8:00 – 11:00pm/et) on the ABC Television Network. Paisley has partnered with Boot Barn® and developed an exclusive line of jeans, hats, T-shirts, jewelry, belts and woven

shirts called Moonshine Spirit by Brad Paisley. Connect with Brad at www.BradPaisley.com, www.Facebook.com/BradPaisley, on Twitter [@BradPaisley](https://twitter.com/BradPaisley), on Instagram [@Brad Paisley](https://www.instagram.com/BradPaisley), and YouTube at YouTube.com/BradPaisley.

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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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