

FENDER HONORS SOUTHERN CALIFORNIA ROOTS WITH NEW CALIFORNIA COAST SERIES UKULELES

NEW LINE OF UKULELES NAMED AFTER REGION'S ICONIC BEACHES TAKE ON DISTINCT FENDER LOOK AND FEEL, SHOWCASE TELECASTER® HEADSTOCKS

HOLLYWOOD, Calif. (September 19, 2017) – Fender Musical Instruments Corporation (FMIC) – born and raised near the coast of Southern California – today announced the launch of its new California Coast Series Ukuleles, celebrating the brand's California roots. All five, diverse soprano, concert and tenor models are named after beaches along the coast of California – from Los Angeles to picturesque Santa Barbara, capturing the spirit of California beach culture and the lifestyle it has to offer year-round. Coming soon, all models from the California Coast Series Ukuleles will include a free 30-day trial membership to Fender Play™, the newly launched digital learning platform, empowering a new generation of players to learn electric and acoustic guitar – and coming soon – ukulele.

The California Coast Series Ukuleles present a fresh take on the classic ukulele with five new accessibly-priced soprano, tenor and concert models. The Seaside and Rincon models sport traditional 2x2 headstocks for aficionados, while the Venice, Zuma, and Montecito models boast the instantly identifiable Fender Telecaster® headstock. Compact and comfortable, each ukulele was designed with ease of playability in mind – incorporating a slim "C"-shaped neck and no-tie bridge that makes changing strings a breeze.

"A ukulele naturally carries a beach vibe and association with beautiful coastal areas, which we saw as an opportunity to embrace our Southern California roots – especially as the category experiences tremendous growth," said Billy Martinez, VP Category Manager – Acoustic and Squier Divisions. "California Coast Series Ukuleles have a little bit of something for everyone and feature iconic Fender Telecaster style headstocks that make

these ukes stand out from everything else out there. Coming soon, we're going to add even more value by giving players a free 30-day trial of Fender Play's digital ukulele lessons with purchase to jumpstart the learning process."

Perfect for the beginner or traveler, the Venice Ukulele – offered in Natural, Black and Cherry finishes – travels well from the beach to the studio, while maintaining that classic, quality sound. For players who want to plug in and get loud, the Rincon features an onboard Fishman® Kula preamp. Packed with value and luxurious look, the all-koa Montecito Ukulele sits at the high end of the line at \$249.99. With abalone binding and rosette, this uke has screen-ready looks, similar to the celebrities inhabiting the beach for which it is named.

Responding to the rapidly growing popularity of the instrument, these ukuleles cater to musicians of all ages and skill levels, providing the perfect transitional stepping stone for aspiring guitar players and the chance for experienced guitar players to grow their palette of sounds and instrument collection.

For product images, click [here](#). For additional high-resolution lifestyle images, click [here](#). Watch a [lifestyle video](#) and see Fidler's Zac Carper [demo](#) California Coast Series Ukuleles.

For technical specs on California Coast Series Ukuleles, 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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NEW California Coast Series Ukuleles:

Venice Ukulele – \$59.99

Fender's soprano ukulele captures the entertaining sights and unique, carefree vibe of Venice, California with the Venice Ukulele. Thanks to its compact, comfortable body size, the Venice travels easily from the beach to the studio or jam room, while retaining the classic, light sound that makes the ukulele a "must-have" for today's players. The slim "C"-shaped neck profile is comfortable to hold and easy to play, while the no-tie bridge makes changing strings a breeze. A stylish bound top and 4-in-line Tele® headstock adds a unique

dash of Fender style that can't be duplicated. Embrace the music of the boardwalk and live the beach life year-round with the Venice Ukulele.

Seaside Ukulele - \$89.99

When it's time to kick back and relax by the ocean, the Seaside Ukulele is always ready with inspiring style and sound. Compact, comfortable and easily portable, this soprano ukulele is ideal for beginning players or anyone looking to add its light, joyful sound to their music. The slim "C"-shaped neck profile is comfortable and easy to move around on, while the no-tie bridge makes changing strings a breeze. Crafted from mahogany for a warm, bell-like tone, the Seaside's open-pore finish gives it an organic look. The top, back and fingerboard bindings add a touch of elegance, while the traditional 2x2 headstock is sure to appeal to all ukulele aficionados.

Zuma Ukulele - \$139.99

Equally at home at the beach or the studio, this concert-sized ukulele is crafted from sapele, with an open-pore finish for balanced earthy tone that blends well with other instruments. The Zuma falls between the smaller soprano and the larger tenor sizes, providing a full sound and comfortable playing experience for players with larger hands. The easy-playing, 16-fret neck extends the range, while the no-tie bridge makes changing strings quick and easy. A striking abalone rosette, bound top, back and fingerboard and 4-in-line Tele® headstock stand out from the crowd. Whether you're following in the sandy footsteps of those who came before or blazing your own musical trail – the Zuma Ukulele is the perfect companion for all of your creative adventures.

Rincon Ukulele - \$199.99

Packed with elegant style and top-notch features, the tenor-sized Rincon Ukulele has a rich, deep voice that's uniquely inspiring. "Electrifying" isn't a word usually associated with ukuleles, but for players who want to plug in and get loud, the Rincon features an onboard Fishman® Kula preamp. Crafted from ovankol, with a solid top for enhanced volume, this ukulele sings with full-bodied chime while boasting a natural appearance. A no-tie bridge, bone nut and saddle and eye-catching abalone rosette round out the modern features,

while the 2×2 headstock with vintage-style closed-back tuning machines gives it a traditional look.

Montecito Ukulele – \$249.99

Inspired by the California home of many celebrities, this ukulele's screen-ready looks and headline grabbing features could only have one name—the Montecito Ukulele. Constructed completely from koa, this tenor-sized ukulele has a rich, sonorous tone that matches its sumptuously elegant aesthetic. The solid top provides enhanced resonance and sustain, along with incredible warmth and well-balanced projection. The Montecito's koa body is complemented by blue-green abalone top binding and a bound back and fingerboard for a refined look. Other features include a no-tie bridge for quick, easy string changes, a bone nut and saddle for superior tone, an abalone rosette, vintage-style closed-back tuning machines and a 4-in-line Tele® headstock for that unmistakably classic Fender look.

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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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