

FENDER® RELEASES NEW ACCESSORIES AT 2015 NAMM SHOW

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

FENDER AMERICAN SELECTECT SOLDERLESS STRATOCASTER® PICKUPS

Fender Select Stratocaster pickups are over-wound for increased output and are made with alnico 5 magnets and wound with enamel-coated magnet wire for warm tones. All-new three-pin solderless connections make for remarkably easy pickup replacement, and all mounting hardware is included.

FENDER CUSTOM SHOP FAT '50s SOLDERLESS STRATOCASTER PICKUPS

Fender Custom Shop Fat '50s Strat® pickups deliver the single-coil 1950s Stratocaster sound you know and love. Hot-rodded wiring design delivers enhanced bass response and an extra shot of 21st-century attitude. All-new three-pin solderless connections make for remarkably easy pickup replacement, and all mounting hardware is included.

FENDER TEXAS SPECIAL™ SOLDERLESS STRATOCASTER PICKUPS

Characterized by their midrange chirp, crystalline highs and tight bass, Fender Texas Special Strat pickups feature an overwound single-coil construction that produces big Texas-blues tone. All-new three-pin solderless connections make for remarkably easy pickup replacement, and all mounting hardware is included.

FENDER FWP-1 WAH PEDAL

Fender's FWP-1 Wah Pedal delivers classic and rich vocal sound with a smooth feel and consistent crystalline response. An internal switch enables either "buffered" or "classic"

output allowing greater flexibility in pedalboard placement of the unit itself and order of effects. Available March 15, 2015.

FENDER MALMSTEEN OVWEDRIVE PEDAL

The Yngwie Malmsteen Overdrive Pedal unleashes the pure and powerful heavy tone of the neoclassical shred master. This high-quality, compact and rugged stage-worthy pedal with special tone-shaping circuitry was designed in close collaboration with Yngwie himself.

FENDER JACKKNIFE WOOD ACOUSTIC GUITAR STANDS

This elegant stand is crafted from solid hardwood and designed to showcase your acoustic guitar or bass. The padded surfaces are safe for all finishes, and the compact design folds down to fit into most gig bags. Available in black, cherry and natural stains, it is perfect for the home or studio.

FENDER PHOENIX CAPO

No matter your neck size or string tension, the Phoenix Capo provides rock-solid tuning stability for any steel-string electric or acoustic guitar. Thanks to this intuitive spring-action design and lightweight body, shifting pitch has never been so easy—or so portable. Features include: lightweight cast-aluminum design, quick one-hand application, versatile fit for any neck shape and sleek ergonomic design.

FENDER GRIP HAND EXERCISER

Designed with the assistance of Certified Hand Therapists, The Grip is one of the most advanced hand and finger exercisers available. Use one finger at a time, in pairs or all fingers simultaneously. The ergonomically designed tips keep your fingers in place during exercise and help create stronger hands and faster fingers.

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.

CONTACT DETAILS

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