



FENDER HONORS ROCK & ROLL HALL OF FAMER JAMES JAMERSON WITH A 1962 PRECISION BASS®: AN ERA-ACCURATE TRIBUTE TO THE MAN WHO CHANGED BASS FOREVER

FEATURING A CUSTOM JAMES JAMERSON '62 PRECISION BASS PICKUP, ERA-CORRECT NECK SHAPE, AND HEIRLOOM™NITROCELLULOSE LACQUER FINISH — BUILT TO HONOR THE GROOVE THAT POWERED MOTOWN'S GREATEST HITS AND INFLUENCED EVERY BASSIST THAT CAME AFTER

HOLLYWOOD, CALIF. (JUNE 16, 2026) — Today, Fender Musical Instruments Corporation (FMIC) announces the James Jamerson 1962 Precision Bass®, an era-correct tribute to the bass that was nearly as iconic as the motown monolith who used it to redefine what the low end was capable of.

“From R&B, to Rock, to Jazz, Country and Reggae music... everyone owes a debt to James Jamerson. What he did on the 1962 P Bass has never been done. I am so honored to acknowledge that Fender changed everything with the 1962 Precision Bass,” said **RAPHAEL SAADIQ**.

James Jamerson was a phenom in the studio and the stage all throughout the 60s and 70s but more importantly, he drew the blueprint for how a bass part should feel, groove and swagger in order to turn a song into a hit and thereby inspired generations of players to come. Such an indelible impact is impossible without the proper tools, and as far as Jamerson was concerned, none did the job quite like his trusty P Bass®. Its effortless playability, sleek design and undeniable low-end response was and is the path of least resistance between a killer idea and a polished, pitch perfect bassline that can tie an entire song together. This signature instrument harnesses the magic of the Jamerson’s own Precision Bass and offers it to players everywhere, giving them the opportunity to develop a style and tone that is entirely their own.

Born in 1936, Jamerson was introduced to live music through his grandmother and aunt, both church performers. Captivated by the energy of gospel and jazz, he taught himself piano and trombone before moving to Detroit at 18, where the downtown club scene pulled him toward the upright bass. After graduating high school, he began touring with local groups and by 1959 had become a fixture at Hitsville U.S.A., the recording studio that birthed Motown. It was there that Jamerson truly came into his own, laying down bass tracks for Smokey Robinson, Stevie Wonder, Marvin Gaye, John Lee Hooker and countless others, recordings now regarded as the foundation of modern electric bass playing. As a cornerstone of the Funk Brothers and throughout this storied catalog, one thing remains constant - the warm, polished sound of the Fender P Bass that would come to inspire greats like Geddy Lee, Pino Palladino, John Entwistle, Raphael Saadiq, Bootsy Collins, Leland Sklar, Nate Mendel, Geezer Butler, Tal Wilkenfeld, Freddie Washington, Bob Glaub, Matt

Freeman, and countless musicians across the globe to pick up a bass and embark on their own journey towards greatness.

"I recalled saying to James as a teenager that he would be great one day! I am excited and happy those words have become a reality. James has received many awards, but the "P-Bass" is a tangible one. I hope you feel the funk and let the music play on!" said **ANNIE JAMERSON**. "Thank you Fender, from my family and I, You Rock!"

The James Jamerson 1962 Precision Bass offers players all of the dynamic response, low end presence and stylish looks that helped elevate Jamerson to the top of his craft. This era-accurate instrument comes equipped with a custom split single-coil pickup that provides enough lush, low end for any band but offers enough definition and punch so that fills, runs and embellishments won't go unnoticed. The Heirloom sunburst nitro cellulose lacquer finish oozes with classic elegance and will patina gorgeously over time just like the real thing. A classic "C" shape neck, slab rosewood fingerboard, and chrome bridge and pickup cover all ensure that this bass plays, feels and looks like something that you would find in the live room at Hitsville circa 1963. This signature instrument gives players the unique opportunity to hold an integral piece of bass history in their hands and find the sound that speaks to them, just as Jamerson himself did nearly seventy years ago.

"Jamerson is the reason the bass is what it is today. His 1962 Precision Bass wasn't just an instrument, it was the heartbeat of an era," said **JUSTIN NORVELL, CHIEF PRODUCT OFFICER, FENDER GUITARS**. "As we continue celebrating 75 years of the P Bass, we wanted every player, from bedroom musicians to touring professionals, to be able to hold a piece of that legacy in their hands. From the Heirloom Nitrocellulose Lacquer finish to the custom James Jamerson '62 Precision Bass pickup, every detail was obsessed over to put that same magic in your hands. This recreation is our love letter to the man who made the groove non-negotiable."

Watch as Fender introduces the James Jamerson 1962 Precision Bass. As a cornerstone of the Funk Brothers — Jamerson didn't just take bass to the next level, he completely rewrote what was possible and changed the direction of modern music.

High-resolution artist, lifestyle, and product images can be found [HERE](#).

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JAMES JAMERSON 1962 PRECISION BASS® (MSRP: \$2,999.99 USD, £3249 GBP, €3799 EUR, \$5,299 AUD, ¥478,500 JPY) James Jamerson is widely recognized as one of the most influential bassists of all time. Consistently ranked #1 on “greatest bassists” lists; Jamerson laid down the groove on dozens of hit songs that defined the Motown sound. His incredible musical prowess and signature style didn’t just define a genre, Jamerson rewrote the rulebook for what was possible on electric bass, influencing legends like Paul McCartney, Marcus Miller, John Entwistle, and Geddy Lee. Jamerson’s signature instrument was his beloved 1962 Precision Bass – the foundation beneath countless hits that shaped popular music forever. This stunning era-correct tribute instrument celebrates James’ legacy and his inseparable association with the Precision Bass, delivering the authentic vintage sound and feel that defined an era.

Every detail honors the original, from the premium Heirloom nitrocellulose lacquer finish to the era-correct neck shape that captures the feel of Jamerson’s legendary instrument. The custom James Jamerson ‘62 Precision Bass pickup celebrates those unmistakable tones that anchored the Motown hit factory. The Heirloom™ nitrocellulose lacquer finish delivers the authentic spirit and aging characteristics that made the original so special. The premium tone and meticulous attention to detail ensure this bass performs to the highest professional standards.

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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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