



FENDER® RELEASES THREE NEW OFFSET MODELS, ADDS VINTAGE- INSPIRED, METALLIC FINISHES TO PLAYER SERIES

**MUSTANG®, DUO-SONIC™, DUO-SONIC™ HS, MUSTANG® 90,
MUSTANG® BASS PJ JOIN PLAYER SERIES FAMILY, INSPIRING
ARTISTS LIKE BEABADOOBEE, OMAR APOLLO, THE BLACK PUMAS,
THE REGRETTES, AND MUSIC LOVERS AROUND THE WORLD TO
CREATE**

HOLLYWOOD, Calif. (July 14, 2020)—Fender Musical Instruments Corporation (FMIC) today released new, highly anticipated additions to its Player Series line of electric guitars and basses. The Series now features reimagined Mustang®, Duo-Sonic™ Duo Sonic™ HS, Mustang® 90, and Mustang® PJ Bass models in 10 colors new to the Player Series, including Firemist Gold, Desert Sand, Aged Natural and Burgundy Mist Metallic. Available through

local retailers and on Fender.com beginning today, each delivers the classic look, comfort and signature Fender sound that has helped shape popular music for over 74 years.

In 2018, Fender introduced the Player Series as a means of empowering players to take that next step in their musical journey. Now, the next generation of artists is bringing these iconic Fender models into a new decade with videos featuring soulful duo The Black Pumas, power-pop band The Regrettes, singer-songwriter Omar Apollo, and U.K. bedroom pop sensation beabadoobee. [HY1]

“More people are playing guitar than ever before,” said Justin Norvell, EVP of Fender Products. “Music fans everywhere continue to turn to music and playing guitar in times of hardship and artists are finding new ways to create. Like our artists, we’re always pushing the boundaries of what a guitar can be, giving players products that inspire and deliver quality craftsmanship, timeless design and iconic sound that take their music to new heights. These new offset models are no exception and bring some of our most popular designs and vintage-inspired colors to the Fender brand’s entry point and the forefront of a musical renaissance.”

The Player Series was built to unlock infinite creative opportunities for those looking to express their individual style with Fender’s often imitated—but never duplicated—gear. Mustang, Duo Sonic, Duo Sonic HS, Mustang 90 and Mustang Bass models are available in colors new to the Player Series, including Firemist Gold, Desert Sand, Aged Natural and Burgundy Mist Metallic. These offset electric guitars retail for \$599.99 and the Mustang Bass PJ is priced at \$649.99. The Player Series continues to set the benchmark for quality and performance, with upgraded, cool features, including: vintage-inspired pickups for legendary tones reminiscent of the world’s most influential records; modern “C” shaped necks for comfort; roadworthy hardware for reliable performance and easier setup; fresh colors; the classic Fender logo and “F”-stamped neck plate for a more authentic Fender look.

Player Series instruments mark a player’s official entry into the Fender brand and are perfect for a wide assortment of guitarists – from inspirational artists to fans that are just learning online with digital learning app Fender Play®. In an effort to welcome new players

into the fold, Fender has created a [New Players Buying Guide](#) with resources for beginning players who need gear advice and direction on where to start.

For a full break down of Player Series specs, [click here](#). For product and artist images of beabadoobee, Omar Apollo, The Black Pumas and The Regrettes, [click here](#). Campaign video [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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[HY]Hyperlink videos in names here

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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<https://fender.pr.co/271707-fender-releases-three-new-offset-models-adds-vintage-inspired-metallic-finishes-to-player-series/>