

FENDER® CELEBRATES 60th ANNIVERSARY OF THE STRATOCASTER® GUITAR

SCOTTSDALE, Ariz. (January 23, 2014) — For 2014 only, Fender celebrates the diamond jubilee of the world's greatest electric guitar with the limited-edition **60th Anniversary American Vintage 1954 Stratocaster**. This special guitar honors the Stratocaster's very first model year as an "exciting new instrument" with a tone "as new and different as tomorrow," and is reverently crafted with a rich selection of features, appointments and accessories.

The two-piece ash body features a side seam and a flash-coat lacquer finish in the guitar's original two-color Sunburst. The one-piece maple neck has a comfortable 1954 profile and date stamp just below the truss rod adjustment nut, topped by a 7.25" - radius fingerboard with rolled edges and 21 vintage frets. Three new 1954 single-coil Stratocaster pickups deliver a singing original-era voice, with five-way switching complemented by an included optional three-way switch for original wiring. The guitar also features a single-ply white pickguard and white polystyrene control knobs, bone nut and round string tree, American Vintage synchronized tremolo bridge with six "patent pending" saddles, vintage tuners and nickel-chrome hardware.

Special extras and accessories include a vintage-design single-stitch center-pocket tweed case; replica polishing cloth, cable, black leather strap and bridge cover; extra tremolo springs (two), and reproduction 1954 paperwork. Available during 2014 only in a limited edition of 1,954 guitars, the first four of which feature a special 60th anniversary "1st 54" engraved neck plate and certificate.

Fender's 60th Anniversary Commemorative Stratocaster is also available in 2014 only, and is a beautifully crafted U.S.-made instrument that celebrates six decades of the world's greatest electric guitar. Fine features and appointments include an ash body with a comfortably contoured heel, three special-design 1954 single-coil Strat® pickups, a

compound-radius fingerboard, gold hardware, custom-engraved neck plate and headstock ingot, and a beautiful 2-color Sunburst gloss finish.

Other premium features include a maple neck with modern "C" profile and satin finish, maple fingerboard with 22 medium jumbo frets and black pearloid inlays, Micro-Tilt™ neck adjustment mechanism, five-way pickup switching and "no-load" tone control for middle and bridge pickups, two-point synchronized tremolo bridge with vintage-style stamped steel saddles, and deluxe tuners with white pearloid buttons. Includes vintage-style tweed case with embroidered 60th anniversary logo, strap and strap locks, cable, polishing cloth and special commemorative book.

Fender celebrates the diamond anniversary of the world's greatest electric guitar with the **60th Anniversary Classic Player '50s Stratocaster**. This model features a distinctively classic '50s era combination of a Desert Sand gloss nitrocellulose lacquer finish with gold hardware and a gold anodized aluminum pickguard. Other premium features include an alder body; maple neck with "soft V" profile, gloss nitrocellulose lacquer finish and vintage-style heel-end truss rod adjustment; maple fingerboard with 9.5" radius and 21 medium jumbo frets; three American Vintage Strat single-coil pickups with five-way switching; aged white control knobs; two-point synchronized tremolo bridge with vintage-style stamped steel saddles; and vintage-style locking tuners. Pro series hardshell tweed case and special commemorative book included.

The **Squier by Fender 60th Anniversary Classic Vibe '50s Stratocaster** guitar celebrates six decades of the world's greatest electric guitar with a truly gilded model featuring Aztec Gold gloss finish and gold hardware. Other features include a maple neck with a comfortable "modern C" profile, 9.5"-radius maple fingerboard with 21 medium jumbo frets, three custom vintage-style single-coil Stratocaster pickups with five-way switching, three-ply parchment pickguard, vintage-style synchronized tremolo bridge with six saddles, and vintage-style tuners.

For more information, go to [fender.com/strat-60th](https://www.fender.com/strat-60th).

#

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

Fender Musical Instruments Corporation
press@fender.com

COPY LINK

<https://fender.pr.co/271550-fender-celebrates-60th-anniversary-of-the-stratocaster-guitar/>