



FENDER CUSTOM SHOP™ HONORS TEXAS-BORN GUITARIST TYLER BRYANT WITH LIMITED EDITION STRATOCASTER® GUITAR

**THE MADE-TO-ORDER GUITAR WILL CELEBRATE THE ARTIST'S
SOULFULLY INTRICATE PLAYING WITH A PERSONALIZED TOUCH
AND EXPERT CRAFTSMANSHIP.**

HOLLYWOOD, Calif. (February 24, 2023) — [Fender Musical Instruments Corporation](#) (FMIC) and the [Fender Custom Shop](#) (FCS) announced today the launch of the [Limited Edition Tyler Bryant "Pinky" Stratocaster®](#), marking the phenom's first collaboration with the brand. Thanks to its effortless playability and versatility, the Stratocaster has been the go-to guitar across all genres for decades. As Bryant's tasteful playing harkens back to some of music's most iconic players—the over the top nature of Johnny Winter meets the evocative touch of blues legend, B.B. King—his partnership with the Fender Custom Shop is the perfect synthesis of timeless style and an unmistakable personalized touch.

Today, Tyler Bryant is a nationally recognized talent who has toured alongside the likes of Jeff Beck, AC/DC, Guns N' Roses, and more. Given his history, it's no surprise that he was destined not only to share the stage with some of rock and roll's finest, but to follow in their footsteps as well. At eleven years old, Bryant was mowing yards to pay down a layaway tab to purchase his first electric guitar. Within a couple of years, he was playing gigs around Texas and quickly realized there was no turning back. Come 2007, Bryant was playing the prestigious Crossroad's Guitar Festival in Chicago and the following year he moved to Nashville and formed Tyler Bryant and the Shakedown. Led by Bryant's fiery lead guitar playing and soulful songwriting, the Shakedown went on to release five studio albums, with a new EP on the way, all the while carving out a spot for themselves amongst the pantheon of rock n' roll icons.

"Fender has played such an integral part of so many of the sounds that have moved me throughout my life. Partnering with the Fender Custom Shop to bring the perfect Stratocaster® to life has been a complete dream come true," said **Tyler Bryant**. "I used this guitar all over "Dirty Work," the newest offering from our independent label, Rattle Shake Records, which will of course be released on shell pink vinyl. The guitar has been extensively put to the test in the studio and on the road and I honestly couldn't dream up a better tool. Every detail has been crafted to perfection, from the vintage-style neck shape to the custom wound pickups. This guitar is the embodiment of my sound and style, and I can't wait for players to experience its magic and versatility."

Modeled after the '60s-style Shell Pink Stratocaster® that accompanied him on his journey from small town gigs in Texas to world tours, this built-to-order Custom Shop guitar distills everything that made Tyler Bryant the once in a lifetime player he is—classic appeal meets highly personalized style—and puts it in the hands of players everywhere. The foundation of this limited edition instrument is its 2-piece select alder body that is durable enough to bring out on the road but lightweight enough for even the most acrobatic stage moves. Thanks to a set of custom wound '60s Stratocaster® pickups with a Shawbucker in the bridge position, there are endless permutations of sonic possibilities at the ready. Additional features include a vintage-style Oval "C"-shaped neck, Custom Shop vintage synchronized tremolo, engraved 1-ply anodized aluminum pickguard and deluxe hardshell case.

"Tyler's passion for music and dedication to his craft inspired us to create a guitar that truly embodies his sound and style," said **Mike Lewis, VP of Product Development, Fender Custom Shop**. "Our team at the Fender Custom Shop worked tirelessly to translate Tyler's vision into reality, incorporating his unique touches into the design, such as vintage-style pickups and a custom neck profile. The resulting signature Stratocaster® not only meets Tyler's high standards, but also pushes the boundaries of what's possible in guitar design."

The Fender Custom Shop Limited Artist series celebrates the storied guitars of legendary musicians by building recreations of their instruments in exacting detail. Based on close examination of the original guitars, every nuance is noted and incorporated into the build. Reverse-engineering the model, vintage, wood, hardware, electronics, finish and player customizations are all vital to the process. Most importantly, the player's wear patterns are recorded: every nick, scratch, gouge and bump are vital to the authenticity of the recreation—they are mapped and documented with precision.

Experience the soulful blues and fiery guitar-driven rock of Tyler Bryant with his custom '60s-inspired Shell Pink Strat [HERE](#).

To learn more and view product descriptions, click [HERE](#). Product and lifestyle images of the Limited Edition Tyler Bryant "Pinky" Stratocaster can be found [HERE](#)

For technical specs, additional information on new Fender Custom Shop releases and to find a retail partner near you, visit www.fendercustomshop.com. Join the conversation on social media by following @Fender and @FenderCustomShop.

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Limited Edition Tyler Bryant "Pinky" Stratocaster® Guitar (\$5,750.00 USD, £5,199.00 GBP, €5,999.00 EUR, \$9,699.00 AUD, ¥982,300 JPY) At the heart of Tyler's blazing leads and snarling riffs is a worn-in Shell Pink '60s-inspired Stratocaster® with a handful of personal touches. A 2-piece alder body with lacquer finish, maple neck with slab rosewood fingerboard and Custom Shop vintage synchronized tremolo are all consistent with Strat® guitars from the early-'60s, but the combination of hand-wound '60s Stratocaster® pickups with a Shawbucker in the bridge position and a hand engraved 1-ply anodized aluminum

pickguard help turn this guitar into something as unique and awe-striking as Tyler's playing. Additional features include: 60s Oval "C" Neck Back-Shape; 9.5" Radius; 21 Narrow Tall (6105) Frets; Vol/Tone/Tone Wiring with 5- Way Switch; Vintage-Style Tuning Machines; Bone Nut; Single Butterfly String Tree; Deluxe Hardshell Case; Vintage-Style Leather Strap; Certificate of Authenticity. The Tyler Bryant Stratocaster® is truly a reflection of his music, an elegant blend of traditional elements and personal flourishes.

ABOUT TYLER BRYANT & THE SHAKEDOWN:

Tyler Bryant & the Shakedown would label themselves a rock and roll band, however, there's a little more to it than that. Some might hear a bluesy influence while some might call it classic or southern rock. The pure energy and volume that could follow a heartfelt ballad proves that this band is hard to fit into a single box. Hailing from Nashville, Tennessee, Tyler Bryant & the Shakedown are true music appreciators who pride themselves on their live shows. One would get the sense attending a show that each member of this band lives for the cause. Night after night they leave it all on the stage and like to refer to those nights as celebrations of "life, sound, and community." The band consists of Tyler Bryant on lead vocals and guitar, Caleb Crosby on drums, Graham Whitford on guitar, and Ryan Fitzgerald on bass. The group has played hundreds upon hundreds of shows with countless venerable icons, such as AC/DC, Jeff Beck, Guns N' Roses, Alice Cooper, ZZ Top, Clutch, and Blackberry Smoke, just to name a few.

ABOUT FENDER CUSTOM SHOP™:

Since 1987, the Fender Custom Shop and its esteemed builders have astounded players and collectors worldwide with marvels of creativity, ingenuity and artistry. From its humble Southern California beginnings, the Fender Custom Shop has grown to become the world's preeminent maker of highly collectible, custom instruments operating in Corona, Calif. Known as the "Dream Factory," the Fender Custom Shop is also home to an honored group known as the Master Builders – some of the most-skilled luthiers in the world – who craft Fender's legendary instruments and push the boundaries of possibility. The distinguished Master Builders make dream guitars a reality for players – from Eric Clapton, Jeff Beck, H.E.R. and Jimmy Page to collectors, working professionals and guitar enthusiasts. As the epicenter of innovation at Fender and the pinnacle of the brand, ideas and production

techniques devised in the Fender Custom Shop for both Masterbuilt and Teambuilt guitars go on to inspire and influence Fender's other production line models.

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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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