

FENDER® CUSTOM SHOP ADDS NEW MODELS TO 2012 LIMITED COLLECTION

ADDITIONS PUSH THE “DREAM FACTORY’S” BOUNDARIES TO SUPERIOR LEVELS OF INNOVATION

SCOTTSDALE, Ariz. (July 17, 2012) — The Fender Custom Shop is proud to introduce five striking models to its 2012 limited collection; four guitars and one bass. The new additions join 10 previously released models, making for an impressive family built for the most discerning musicians.

New to the collection is the **1963 HEAVY RELIC® STRATOCASTER®**, which offers upgraded features and a serious relic treatment. Available in Black, it has a carefully selected alder body, mid-’60s oval “C”-shaped maple neck, 9.5”-radius rosewood fingerboard with medium jumbo frets, Texas Special pickups (neck, middle), Duncan® JB Model™ SH-4 pickup (bridge), five-way switching and a push-pull volume pot that splits the bridge pickup.

The 1969 Relic Stratocaster has the Custom Shop’s most requested features, including a hand-selected alder body, reverse-headstock maple neck with 1969 “U”-shaped profile, 9.5”-radius round-lam maple fingerboard with medium jumbo frets, ’69-style Stratocaster pickups hand-wound by Abigail Ybarra, five-way pickup switching and modern wiring.

A workhorse tone-machine, the **1959 HEAVY RELIC TELECASTER®** offers the kind of premium features usually reserved for master-built models. Available in Celadon Green, it features a Twisted Tele® neck pickup and Nocaster® bridge pickup—a blistering combination further intensified by a four-way pickup selector switch. Other features include a hand-selected alder body, maple neck with ’57 soft “V”-shaped profile, medium jumbo frets, and custom wiring.

The latest additions to the growing Cabronita™ family are the **Relic La Cabronita “Boracha” Jazzmaster®** and Relic La Cabronita “Boracho” Bass. Released in 2011 with a single pickup, the Cabronita Jazzmaster is now upgraded with monster-sounding dual TV Jones® Power’Tron™ pickups. Other features include a hand-selected lightweight ash body, one-piece maple neck with large “C”-shaped profile, and custom S-1™ switching. The “Boracho” bass sports a reverse lightweight ash Jazzmaster body, one-piece maple neck with “U”-shaped profile, bold-sounding TV Jones® Thunder’Blade™ pickup, and custom Greasebucket™ tone circuit. Both models are available in Black.

All models include case, limited edition neck plate, Fender Custom Shop decal and certificate of authenticity.

Visit www.fendercustomshop.com for more information.

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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

GLOBAL MEDIA INQUIRIES

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