

FENDER® EXPANDS POPULAR AMERICAN STANDARD SERIES

SCOTTSDALE, Ariz. (October 7, 2014) – Fender is proud to expand its popular **American Standard** series. The series, which debuted in 1986, has become the proverbial heart of the Fender brand, fusing the best of classic and contemporary features.

“The Fender American Standard series is the core of the Fender lineup, the place where we combine our 60-plus years of history with modern innovations in a perfect blend of the best of yesterday and today,” said Justin Norvell, vice president of marketing at Fender. “They are handcrafted American originals, and the choice of professionals worldwide. These seven new models provide musicians with an even greater tonal palette, making the American Standard a great choice no matter what features or sounds a player is seeking. With the American Standard series, we make art in our instruments, so musicians can make their art with them in their music.”

The **American Standard Stratocaster**® guitar is the same great model it has always been, and now it’s upgraded with aged plastic parts and full-sounding Fender Custom Shop Fat ‘50s pickups. The latest iteration of the time-honored classic, it is the very essence of Strat® tone and remains a beauty to see, hear and feel. Now available in two new colors, Bordeaux Metallic and Ocean Blue Metallic.

The **American Standard Stratocaster HSS** features the above as well as a Diamondback™ humbucking bridge pickup, while the **American Standard Stratocaster HH** model comes equipped with a pair of Twin Head Vintage humbucking pickups that deliver enormous full-bodied sound, three-way blade pickup switching and three aged white control knobs (one for each pickup and a single master tone).

Other premium features on these instruments include a maple neck with comfortable “modern C” profile and four-screw Micro-Tilt™ neck plate, 9.5” fingerboard radius and 22 medium jumbo frets, three-ply parchment pickguard, two-point synchronized tremolo

bridge with vintage-style stamped steel saddles, and more. The HSS is also available with a maple or rosewood fingerboard in Bordeaux Metallic and Ocean Blue Metallic, while the HH is available in 3-Color Sunburst and Black with a rosewood fingerboard, and Olympic White and Ocean Blue Metallic with a maple fingerboard. Hard-shell case included.

The **American Standard Telecaster®** guitar has been upgraded with a comfortable new body contour and classic-sounding Fender Custom Shop Twisted Tele® (neck) and Broadcaster (bridge) pickups. The latest incarnation of a truly timeless classic, it rings more fully, brightly and crisply than ever. Now available in Bordeaux Metallic and Ocean Blue Metallic.

The **American Standard Telecaster HH** hot-rods the time-honored American Standard Telecaster with a pair of Twin Head Vintage humbucking pickups that deliver enormous full-bodied sound. Other premium features include a maple neck with comfortable “modern C” profile and four-screw Micro-Tilt™ neck plate, 9.5” fingerboard radius and 22 medium jumbo frets, three-way blade pickup switching, three-ply parchment pickguard, two knurled chrome control knobs (master volume, master tone), American Standard string-through-body bridge with six bent steel-steel saddles and stamped brass plate, and more. Available in 3-Color Sunburst and Black with a rosewood fingerboard, and Olympic White and Ocean Blue Metallic with a maple fingerboard. Hardshell case included.

Fender’s flagship American Standard lineup now has a Dimension bass of its own. Great looking, smooth playing and phenomenal sounding, the **American Standard Dimension Bass IV HH** delivers the U.S.-made pinnacle of modern pro bass style, power, performance and personality. Personal tone can be sculpted with the great power and tonal finesse of two Dimension humbucking pickups, paired with the fantastic playing comfort of the asymmetrical “C”-shaped neck profile and compound-radius fingerboard(9.5”-14”).

Other premium features include a convenient heel-mounted “spoke wheel” truss rod adjustment, asymmetrical neck heel with five-screw neck plate, Strong Arm™ headstock string retainer, 21 medium jumbo frets and dot inlays, three-ply black pickguard, three knurled chrome control knobs (one for each pickup and single master tone), Fender Hi-Mass bridge with chrome-plated brass saddles and Fender “F” lightweight vintage-paddle keys with tapered shafts. Available in 3-Color Sunburst and Black with a rosewood

fingerboard, and Olympic White and Ocean Blue Metallic with a maple fingerboard. Hard-shell case included. Also available as the **American Standard Dimension Bass V HH** five-string model.

For more information, go to www.fender.com.

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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.

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