

FENDER® UPGRADES BEST-SELLING TUBE AMPS WITH HOT ROD SERIES IV, RUMBLE AMPLIFIER LINE EXTENSION GIVES BASSISTS MORE TOOLS TO CREATE

**HOT ROD SERIES IV ELEVATES ORIGINAL LINE WITH TONAL,
COSMETIC AND SPEAKER UPGRADES; LAUNCHING MARCH 6,
RUMBLE SERIES AMPLIFIERS BRING FENDER TONE APP, ENHANCED
DIGITAL CAPABILITIES TO BASS COMMUNITY**

HOLLYWOOD, Calif. (January 25, 2018)—Fender Musical Instruments Corporation (FMIC) today announced a refreshed line of its best-selling Hot Rod Series tube amplifier series, along with two new Rumble Series additions – Fender’s first Wi-Fi-enabled bass amplifiers. Known for their reliability and tone, four new Hot Rod Series IV amplifiers underwent subtle, thoughtful upgrades that include lighter cabinets and new speaker choices, as well as reverb, gain, and volume control enhancements. Inspired by traditional Rumble amplifiers, the Rumble Studio 40 and Rumble Stage 800 boast digital functionality and preset options along with the companion Fender Tone app – similar to its Mustang GT sister series – allowing players to join the most engaged community of tone aficionados.

“For over 20 years, Hot Rod amplifiers have been the versatile, dependable, and affordable choice for guitar players of all styles around the globe,” said Shane Nicholas, Director of Product Development, Amplifiers. “In developing the Hot Rod Series IV Amplifiers, we were careful to preserve what players love about these models, while adding subtle, thoughtful upgrades. Rumble Stage 800 and Rumble Studio 40 build on the success of the best-selling bass amps, the Rumble series – allowing players to expand their sound and creative expression. Fender’s first WiFi bass amplifiers, these new models include a variety of effects and presets across a variety of styles, from old ‘50s blues and arena rock to

modern synthesizer-type sounds, all of which can be modified and shared via the Fender Tone app.”

Hot Rod amps are used in more studios and stages by more artists than any other amp series in the world. Frequently used as backline, at festivals and on TV shows – Hot Rod amplifiers continue to be used by artists across every genre, who depend on them to build their signature tones. The Hot Rod Series IV replaces the original Hot Rod Series with the updated Blues Junior IV, Pro Junior IV, Hot Rod Deluxe IV and Hot Rod DeVille 212 IV. Without deviating too far from the amplifier design players love, each model includes select elevated features, such as Celestion® A-Type and Jensen® speakers for well-balanced output with plenty of high-end sparkle. Both the Hot Rod Deluxe IV and Hot Rod DeVille IV include a modified overdrive tonality with better note definition. Improved bass response and a reverb warmth modification were adjusted in the Blues Junior IV, while the Pro Junior now has a lacquered tweed cosmetic package and volume knob/gain range improvements.

The Rumble Studio 40 is ideal for recording enthusiasts, home players and beginners alike – especially with its light weight and portability; however, the 40-watt amplifier is powerful enough to be used for small gigs. The Rumble Stage 800 is an 800-watt amplifier that is intended for use on stages of any size.

It’s Fender’s flagship bass combo, and most-powerful high-end bass combo currently offered. Both models feature Mustang GT functions, such as color display, effects, Bluetooth®, Wi-Fi, USB audio, compatibility with the Fender Tone App and a looper, as well as an MGT-4 switch on the Rumble 800.

For the bassist that is looking to upgrade to a technology-savvy amplifier, the Rumble series is the perfect choice. Much like Fender’s best-selling digital amplifier line – the Mustang GT – the Rumble Studio 40 and the Rumble Stage 800 bring the same digital capabilities to the popular Rumble V3 series. In conjunction with the Fender Tone App (for iOS and Android), these models allow players to easily switch between amplifier models and different presets that closely replicate famous tones. The Fender Tone website (<http://tone.fender.com>) will also be compatible with Rumble amplifiers, including a detailed display of available presets curated by Fender, artists and users within the Tone community.

The Hot Rod IV Series and Rumble Series amplifiers (launching March 6, 2018) are/will be available at local dealers and on www.Fender.com. Learn more about the [Hot Rod Series IV](#) and [Rumble Series](#) and access images/detailed product descriptions.

Models include:

- Hot Rod DeVille 212 IV – \$999.99
- Hot Rod Deluxe IV – \$799.99
- Pro Junior IV – \$499.99
- Blues Junior IV – \$599.99
- Rumble™ Studio 40, 120V – \$349.99
- Rumble™ Stage 800, 120V – \$799.99

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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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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<https://fender.pr.co/271906-fender-upgrades-best-selling-tube-amps-with-hot-rod-series-iv-rumble-amplifier-line-extension-gives-bassists-more-tools-to-create/>