

FENDER® DEBUTS FIVE ARTIST SIGNATURE MODELS, NEW AMERICAN ELITE, AMERICAN PROFESSIONAL, OFFSET COLORS AT SUMMER NAMM

ARTIST SIGNATURE MODELS CELEBRATE BRAD PAISLEY, JIMI HENDRIX, GEORGE HARRISON AND MORE; NEW ELECTRIC GUITAR, BASS COLORS DRAW INSPIRATION FROM VINTAGE CAR PAINT HUES

HOLLYWOOD, CALIF. (July 13, 2017) – Fender Musical Instruments Corporation (FMIC) introduces a record five new artist signature models and nine new, vintage-inspired colorways across American Elite, American Professional and Offset guitars at Summer NAMM 2017 in Nashville, Tenn. Fender's latest artist signature models showcase the versatility of Fender's sound across genres, while paying tribute to some of the music industry's most-celebrated players and their vibrant stories; they include the Brad Paisley Road Worn® Telecaster®, Jimi Hendrix™ Monterey Stratocaster®, George Harrison Rosewood Telecaster, JMJ Road Worn® Mustang® Bass and EOB Sustainer Stratocaster.

"Our American Elite, American Professional and Offset guitars and basses have been widely embraced by players around the world, which – in true Fender tradition – has led us to introduce new body colors that draw inspiration from 1960s vintage car paint colors," said Justin Norvell, SVP Fender Products. "We're also debuting a record number of artist signature models at Summer NAMM this year, honoring some of the most respected players in the music world. The lineup – spanning country, alternative and rock – is a testament to the genre-transcending music these artists have all inspired, and Fender has and continues to enable."

Fender will continue to expand its popular American Elite, American Professional and Offset guitars and basses with new vintage-inspired colors harkening back to those

originally influenced by the auto industry in the 60s.

Fender's American Professional series will add two new colors beginning Sept. 12: Candy Apple Red and Natural Ash – both popular vintage Fender finishes that have enjoyed strong customer demand, recently; each new color has been paired with Parchment, Mint Green and Black pickguards for ideal visual appeal. Select Stratocaster and Jazz Bass models will be offered in Natural finish, while Candy Apple Red will be available across Stratocaster, Stratocaster HSS, Telecaster, Telecaster Deluxe ShawBucker™, Jazzmaster, Jaguar, Precision Bass and Jazz Bass models.

Also, beginning Sept. 12, two new colors will be offered on American Elite series guitar and bass models; Champagne and Ocean Turquoise (a vintage Fender *and* car color); they will accompany an exceptional set of premium features and new, upgraded ebony fretboards.

Finally, each Offset model will be offered in a new color with upgraded pau ferro fretboards beginning Oct. 2. New offset colors include: Surf Green (Duo Sonic), Canary Diamond (Duo Sonic HS), vintage Fender color Shell Pink (Mustang), 2-Tone Sunburst (Mustang 90) and hugely popular Capri Orange (Mustang Bass).

Brad Paisley Road Worn® Telecaster®: Launching July 11, 2017 – \$1,199.99

Fender teamed up with Brad Paisley to create his signature model, the Brad Paisley Road Worn Telecaster. The Brad Paisley Telecaster is crafted from a paulownia core capped by a spruce top and back, providing a solid, lightweight foundation with acoustic-like resonance. The Paisley-approved pickup configuration includes a custom-wound '64 Tele® bridge pickup and a Fender Custom Shop Twisted Tele® neck pickup for classic tone with just the right balance of warmth and twang. Playability is key to Paisley's fleet-fingered style and the "Enhanced V" neck profile is designed for comfort, filling the hand at the nut for easy chording while flattening out in the upper registers for soloing. The modern 9.5" radius fingerboard and medium-jumbo frets make it easy to play fast and bend big. This Tele wears a silver sparkle Road Worn lacquer finish and aged hardware. Elegant touches include a custom clear pickguard with black and silver paisleys and a cowboy hat insignia on the headstock.

Jimi Hendrix™ Monterey Stratocaster® : *Launching August 15, 2017 - \$899.99*

It's been 50 years since Jimi Hendrix took the world by storm with his incredible Monterey Pop Festival performance, which he concluded with the sacrificial burning of his now-iconic hand-painted Stratocaster. Destroyed during the fiery culmination of his set, this one-of-a-kind guitar survived only in photos and film. To celebrate the 50th anniversary of this milestone in music history, Fender created the limited-edition Jimi Hendrix Monterey Stratocaster. A trio of vintage-style single-coil Stratocaster pickups give this Strat® its classic Fender sound. Bell-like and articulate, it has plenty of singing sustain for soloing. The "C"-shaped maple neck bears a vintage-style 7.25"-radius pau ferro fingerboard with 21 vintage-sized frets for a playing feel just like the original. The six-screw synchronized tremolo is perfect for unleashing dive-bombs and other sonic expression. An homage to Hendrix's spectacular Strat, right down to the hand-painted nail-polish artwork that burned its way into our memories, the Jimi Hendrix Monterey Stratocaster also features an exclusive etched Hendrix neck plate.

George Harrison Rosewood Telecaster® : *Launching August 22, 2017 - \$2,499.99*

To honor Harrison's venerable career, Fender has created the George Harrison Rosewood Telecaster, a limited edition commemoration that embodies Harrison's elegantly restrained playing style and sound. Based on the original Telecaster created for Harrison by guitar luthier, Roger Rossmeisl, this model remains true to its heritage with a classic look and the unique tone only an all-rosewood guitar can produce. The body is chambered for reduced weight and increased resonance. Other features include a rosewood neck with a laminated 9.5" radius rosewood fingerboard and a custom neck plate engraved with an Om symbol. A classic in every way, this refined instrument was born in the era that defined rock n' roll. George Harrison's legacy is one of innovation and creativity, and the rosewood Telecaster became one of his primary instruments of choice. Only 1,000 units will be available worldwide.

JMJ Road Worn® Mustang® Bass: *Launching October 17, 2017 - \$999.99*

Known as a true renaissance man of the modern music scene, Justin Meldal-Johnsen's bass credits range a variety of top artists across genres. From studio to stage, Justin's treasured '66 Mustang Bass is his tool of choice. Fender has teamed up with him to create a signature

4-string modeled after his vintage Daphne Blue instrument—the limited edition JMJ Road Worn Mustang Bass. Powered by a custom-spec split-coil pickup, the JMJ Road Worn Mustang bass is perfect for playing punchy, melodic bass lines. The 30" scale gives it a tight, focused tone while the modern 9.5"-radius fingerboard with rolled edges offers a familiar feel that will make any bassist feel right at home. Designed for comfort and speed, this bass also has stage-ready style.

EOB Sustainer Stratocaster®: Launching November 14, 2017 - \$1,099.99

Ed O'Brien's ambient, ethereal and orchestral guitar style is an essential part of the sonic identity of Radiohead. Fender partnered with the groundbreaking player to create the EOB Sustainer Stratocaster — an instrument as unique as his sound. The EOB Sustainer Stratocaster offers a wide palette of tones thanks to its Seymour Duncan® JB Jr. humbucking bridge pickup, Texas Special™ single-coil middle pickup and Fernandes® Sustainer™ unit in the neck position. The Sustainer works some technical magic to create near-infinite sustain on one or more strings, making it easy to achieve thick, textured sounds. The Sustainer's controls include an on/off switch, intensity control and three-position switch to select the mode: Fundamental-only, Harmonic-only or Blend. A mix of modern and classic, this Stratocaster features a 6-saddle vintage-style synchronized tremolo bridge, vintage-style tuning machines, a "10/56 V" neck profile, 21 narrow-jumbo frets, a synthetic bone nut and a special neck plate engraved with a custom "Flower of Life" emblem.

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.

For images of all electrics, please [click here](#).

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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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