

SQUIER ENHANCES PACKS, BULLET, MINI STRATOCASTERS TO BETTER SERVE FIRST-TIME PLAYERS

REFINED SQUIER GUITARS, BASSES BOAST SIMPLIFIED DESIGN, SHORTER SCALES, EASIER-TO-PLAY NECK SHAPES, NEW COLORS; PACKS OFFER FREE 30-DAY FENDER PLAY TRIAL

HOLLYWOOD, CALIF. (July 14, 2017) – Fender Musical Instruments Corporation (FMIC) today announced the introduction of reimagined Squier packs, Bullet models and Mini Stratocasters® at Summer NAMM 2017 in Nashville, Tenn. – all enhanced to better support beginners embarking on their musical journey. Off the heels of the launch of Fender Play, a video-based learning platform, six new Squier packs will come with a free, 30 day trial of the subscription service to jumpstart the learning process anywhere, anytime. Other new introductions include a smaller, more comfortable Mini Stratocaster and a hardtail Bullet. In addition to an array of new color options, refinements to each model include thinner and easier-to-play neck profiles, improved hardware, and more.

New Squier Strat SS, Squier Affinity Series™ Strat HSS and PJ Bass packs feature great-sounding amplifiers, the Squier Frontman 10G – new to Squier packs – as well as Fender Frontman 15G and Fender Rumble 15, respectively. Moreover, the Squier Strat SS Pack is ideal for players with smaller hands with its new 24" short scales. Smaller, more comfortable Mini Stratocaster guitars – offered in Black, Torino Red and Pink – will help even the tiniest beginner feel at home on guitar. New models reflect a more simplified, easy-to-play design with no tremolo, as well as single volume and tone controls. Those with smaller hands and arms will find the thinner body and neck profile make the guitar more comfortable, lighter, easier to hold and play.

Players looking to take the next step up from the Mini now have access to newly redesigned Bullet Stratocaster guitars, which provide a more simplified experience for beginners. Available in Black, Brown Sunburst, Arctic White and Fiesta Red, new models boast a more

comfortable, thinner neck profile, as well as improved tuning machines and a hardtail bridge that makes restringing and tuning a breeze for first-time guitarists.

“Our new Squier selection gives beginners a more comprehensive assortment to choose from,” said Billy Martinez, VP Category Manager – Acoustic and Squier Divisions. “We have redesigned the guitars and packs to be even more player-friendly with improved, easy to play necks, lightweight bodies and short scale options. These updated features – along with free, trial subscriptions for Fender Play guitar lessons included in Squier packs – support our goal to make the guitar feel at home in the hands of first-time players sooner.”

NEW Squier Packs: Launching July 2017 Squier® Strat® Pack SS – \$199.99

A perfect choice for beginners, the new Squier® Starter Strat® Pack SS includes all of the essentials, so beginners can easily rock out using just the provided equipment in the box. The short-scale Stratocaster (24") is ideal for players with smaller hands, providing a comfortable, accessible playing experience. Other features include a lightweight body, a hardtail bridge for rock-solid tuning and three single-coil pickups to generate the classic Strat tone. Included in the pack is a Squier Frontman® 10G amplifier with an auxiliary input and headphone jack that allows players to jam to their favorite songs and silently practice. The Squier Starter Strat Pack also comes with a strap, cable and picks, so future players can stop dreaming and start their musical journeys.

Squier® Affinity Series™ Strat® Pack HSS – \$299.99

The Squier® Affinity Series™ Strat® Pack includes all of the essentials so players can easily rock out using just the provided equipment in the box. The Affinity Series™ Stratocaster features a fat-sounding humbucking bridge pickup and two single-coil Strat pickups for versatile tone. A vintage-style Fender® tremolo bridge, “C”-shaped maple neck and a comfortable, lightweight body round out the offerings. The included Fender Frontman® 15G amplifier boasts 15 watts of power and features both clean and overdrive channels, creating tones suitable for almost any genre. With an auxiliary input that connects to media devices and headphone jack for silent practice, it’s also perfect for jamming and practicing, so players can strum along with their favorite songs or backing tracks. The Squier Affinity Strat Pack also includes a strap, cable and picks.

Squier® Affinity Series™ PJ Bass Pack – \$299.99

Ideal for first-time players, the Squier Affinity PJ Bass Pack includes an Affinity Series™ Precision Bass® with a powerful split-coil P Bass® middle pickup and a growling J Bass® single-coil bridge pickup. It also features a smooth-playing “C”- shaped neck, rosewood fingerboard, and a comfortable, lightweight body. Delivering 15 watts of pure Fender bass tone, the Rumble 15 amplifier features an 8” Fender Special Design speaker, three-band EQ, headphone jack for silent practice and an aux input for jamming alongside, favorite songs or backing tracks. With the included strap and 10” cable, the Squier Affinity PJ Bass Pack has everything players need to rock on.

NEW Bullet Stratocaster: Launching July 2017 Bullet® Strat® HT – \$149.99

The Bullet® Strat® HT is a simple, affordable and practical guitar designed for beginners and students. It is a great choice for a first guitar, and is fit for any style of music. The Bullet Strat features the classic Strat characteristics that made it one of the world’s favorite guitars, including a rosewood fingerboard, a traditional Strat headstock shape, and chrome hardware finish. With five different pickup positions, the Bullet Strat is sure to capture every sound with the most clarity and distinctiveness. The Bullet Strat HT comes in four classic colors: Black, Brown Sunburst, Arctic White and Fiesta Red.

Bullet® Strat® HSS HT – \$149.99

The Bullet® Strat® HSS HT is a simple, affordable and practical guitar designed for beginners and students. It offers classic styling that includes the added benefit of a one humbucking/two single-coil pickup configuration. Other notable features include 5-way switching, hardtail bridge, and a maple neck with a rosewood fingerboard and 21 frets. The Bullet Strat HSS HT comes in three classic colors: Black, Brown Sunburst and Arctic White.

NEW Mini Stratocaster: Launching July 2017 – \$129.99 A smaller version of the Bullet® Strat®, the newly redesigned Mini is the perfect guitar for beginners, travelers and players with smaller hands. Features include a new thinner body and a slimmer, laminated hardwood neck profile for easy playability. Equipped with three single-coil Stratocaster® pickups and five-way switching for classic Fender tones, the Mini also features improved tuning machines, a hardtail bridge, smaller strap pins and a side-mounted output jack. The Bullet Strat comes in three stand-out colors: Black, Torino Red and Pink.

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. To learn more about Fender Play please visit: play.fender.com. Fender Play is also available on the go with the Fender Play app for iPhone, available for download at the App Store. For images of the Squier packs, 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.

CONTACT DETAILS

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