

FENDER® INTRODUCES UPGRADED AMERICAN STANDARD SERIES MODELS FOR 2012

NEW VERSIONS OF ARCHETYPAL AMERICAN STANDARD MODELS FEATURE FENDER CUSTOM SHOP PICKUPS

SCOTTSDALE, Ariz. (March 21, 2012) — Fender's acclaimed American Standard series guitars and basses have been upgraded for 2012, resulting in the latest iterations of the company's four archetypal instruments—the Telecaster®, Stratocaster®, Precision Bass® and Jazz Bass® guitars. They're the same great best-selling go-to instruments they've always been, and now feature **FENDER CUSTOM SHOP PICKUPS**, as well as other distinctive new design touches.

Ideal for every gig from the garage to the club to the stadium, the **AMERICAN STANDARD TELECASTER** has been upgraded with a comfortable new body contour and classic-sounding *Fender Custom Shop Twisted Tele® (neck) and Broadcaster (bridge) pickups*, making it ring more fully, brightly and crisply than ever. Left-handed model also available.

The **AMERICAN STANDARD STRATOCASTER** has been upgraded with aged plastic parts and full-sounding Fender Custom Shop Fat '50s pickups for the very essence of Stratocaster tone. Its high-output hot-rodded sibling, the **AMERICAN STANDARD STRATOCASTER HSS**, has also been upgraded with aged plastic parts, with Fender Custom Shop Fat '50s pickups in the neck and middle positions and a Diamondback™ humbucking bridge pickup for an added measure of muscle that makes it more graceful and powerful than ever. Both instruments are also available in a left-handed model.

The **AMERICAN STANDARD PRECISION BASS** and five-string **AMERICAN STANDARD PRECISION BASS V** are now upgraded with a seismic Fender Custom Shop '60s Precision Bass split single-coil pickup, making the latest incarnations of the indestructible workhorse instrument that revolutionized popular music, stronger and more indispensable than ever.

The four-string version also comes in a striking new Jade Pearl Metallic finish option, and both basses are available in a left-handed model.

The **AMERICAN STANDARD JAZZ BASS**, in right- and left-handed models, is now upgraded with Fender Custom Shop '60s Jazz Bass single-coil pickups and a striking new Jade Pearl Metallic finish option, making the latest incarnation of our timeless bass hit sing, snarl, groove and growl more powerfully than ever. The five-string **AMERICAN STANDARD JAZZ BASS V** and the gracefully voiced **AMERICAN STANDARD JAZZ BASS FRETLESS** now feature the Custom Shop '60s Jazz Bass single-coil pickups; the fretless model is also available in the new Jade Pearl Metallic finish.

#

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

Fender Musical Instruments Corporation
press@fender.com

COPY LINK

<https://fender.pr.co/271384-fender-introduces-upgraded-american-standard-series-models-for-2012/>