

FENDER® INTRODUCES MODERN PLAYER SERIES GUITARS AND BASSES

BRAND NEW LINE OFFERS UNIQUE, FEATURE-RICH MODELS AT AN INCREDIBLE VALUE

SCOTTSDALE, Ariz. (Oct. 6, 2011) — Fender is proud to introduce its latest line of instruments, the all-new **Modern Player Series**. A combination of never-before-seen appointments and familiar Fender elements, the Modern Player Series provides great accessibility to trusted Fender quality at an outstandingly attainable value.

“The Modern Player Series represents more than a new line of instruments,” said Fender Electric Guitars Product Director Justin Norvell. “It’s the answer for musicians seeking classic Fender tone and style at a tremendously affordable value.”

The series welcomes seven models, four guitars and three basses. They include the Modern Player Telecaster® Plus HSS, Modern Player Telecaster Thinline Deluxe, Modern Player Jaguar®, Modern Player Marauder, Modern Player Telecaster Bass, Modern Player Jazz Bass® and Modern Player Jaguar® Bass.

The Modern Player Series models start at a manufacturer’s suggested retail price of \$559.99. For more information, and to locate a dealer near you, visit 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.

CONTACT DETAILS

GLOBAL MEDIA INQUIRIES

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