



FENDER® CONTINUES COMMITMENT TO BOTH DIGITAL & TUBE AMPLIFIERS WITH STAGE-READY MODELS, UNLOCKS WEALTH OF VIRTUAL GEAR WITH FENDER TONE® 3.0

All New Contemporary Digital Amplifiers Mustang GTX, Mustang LT50, and the First Hand-Wired Reissue Princeton Reverb Debut at Winter NAMM 2020

HOLLYWOOD, CALIF. (January 16, 2020)—Fender Musical Instruments Corporation (FMIC) today announced the expansion of their contemporary-digital amplifiers category with the Mustang LT50 and Mustang GTX – available in both 50 Watts and 100 Watts. With the ability to dial in hundreds of tones from a single amplifier, while also being lighter and more accessible, Fender’s all-new modeling amps provide players with a range of incredible-sounding tones in one flexible package. Also being introduced in 2020 is the

launch of the hand-wired '64 Custom Princeton Reverb, joining Fender's American Hand Wired family.

For the past 70 years, Fender amplifiers have set the industry standard for sound. Along with electric guitars, Fender amplifiers have been on virtually every hit record in the past seven decades and embody the sound of modern music. With the ability to dial in hundreds of tones from a single unit, the Fender digital amplifier line is made up of some of the best-selling models of all time. Complementing the all-new Mustang LT50 and Mustang GTX Series, along with the brand's entire collection of contemporary-digital amplifiers, is the latest iteration of Fender's free Fender Tone app; the platform allows users to mimic existing Fender amp tones setups from a smart phone. With a completely redesigned look and feel, plus new amps and effects, Fender Tone 3.0 takes the Mustang GTX, GT, LT and Rumble experience to the next level.

The new Mustang GTX series represents everything that Mustang GT promised – great tone, presets, Wifi, Bluetooth, and a looper – while also offering stage-ready cosmetics, improved Celestion speakers and great-sounding cabinets. When paired with the new Fender Tone 3.0 app, the Mustang GTX becomes Fender's flagship amp for players looking for a wide range of incredible-sounding tones in a flexible, roadworthy and affordable package. The Mustang GTX offers several new effects, amp models, presets, global EQ settings and 7-button footswitching.

"Mustang GTX incorporates decades of research and development, and cutting-edge technology," said Max Gutnik, VP of Fender Electric Guitars, Basses & Amplifiers. "These new models, effects and new presets will inspire players to explore different guitar styles and experiment with tones for hours.

Also, the ability to put effects anywhere in the signal path is a game changer," Gutnik added. "Up until recently, only high-end modelers offered this, but the Mustang GT, and now GTX, are the only combo amps that give guitarists this capability."

Flexible, yet easy-to-use, the Mustang LT50 joins the Mustang family at an accessible price point. Considered to be the big brother to Fender's wildly popular LT25, the LT50 provides great tones, a variety of amplifier models and effects while establishing enough power to

play alongside a drummer. This model incorporates what Fender has learned over decades producing the world's best-sounding guitar amps. It's ideal for practice or performance, with 50 watts of power, a high-quality 12-inch speaker, a super-simple user interface, full-color display and a collection of presets covering a wide range of music—a "greatest hits" of electric guitar tones. It will also be accompanied by the new Mac/PC version of Fender Tone 3.0, so players can create, modify and archive presets on the desktop – giving players a wealth of virtual gear at their fingertips. It's easy to audition presets from the Fender Tone cloud, and update the amp so it keeps getting better.

More than 50 years after its original release, the Princeton Reverb is still one of the most indispensable workhorse guitar amps ever made – played by guitarists on countless stages and in studios worldwide. The '64 Custom Princeton Reverb amplifier recreates that timeless, classic Fender sound heard on countless hit recordings – all in a roadworthy package ideal for vintage tone enthusiasts, session musicians and serious gigging guitar players. Hand-wired in Corona, the 12-watt '64 Custom Princeton Reverb joins the American Hand Wired Series along with its older brother; the '64 Custom Deluxe Reverb, the '57 Custom Champ, '57 Custom Deluxe, and '57 Custom Twin. This historically accurate model is sure to excite the professional players and collectors alike.

Please find high-resolution images of Fender's 2020 amplifier line [here](#) and for product descriptions of each model, click [here](#).

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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FENDER MEDIA CONTACT:

Christina Stejskal

Vice President, Global Communications

Fender Musical Instruments Corp.

CStejskal@Fender.com

Press@Fender.com

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

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