



FENDER CUSTOM SHOP™ PAYS HOMAGE TO ARIEL POSEN'S VIRTUOSIC AND GENRE DEFYING GUITAR WORK WITH LIMITED EDITION SIGNATURE STRATOCASTER®

**THIS STRIKING LIMITED INSTRUMENT FEATURES A SET OF CUSTOM
DESIGNED AP-90 PICKUPS AND A FADED LAKE PLACID BLUE™RELIC®
FINISH GIVING PLAYERS ACCESS TO NEW SOUNDS WITH VINTAGE-
INSPIRED AESTHETICS**

HOLLYWOOD, Calif. (July 15, 2025) — Today, [Fender Musical Instruments Corporation](#) (FMIC) and the [Fender Custom Shop](#) (FCS) are proud to introduce the [Limited Edition Ariel Posen Stratocaster®](#), an instrument with enough versatility and raw playing power to properly honor the virtuosic guitarist, songwriter, producer and vocalist. Posen's playing is unique not just in its sheer technical proficiency and musicality, but in the way it spans a number of genres ranging from old delta blues to neo soul to good old fashion rock and roll.

With this in mind, the Fender Custom Shop understood that Posen's signature instrument had to come ready to tackle just about any sonic assignment under the sun. Thanks to a set of custom AP-90 pickups, designed in tandem with Tim Shaw, and simple but powerful controls, the Limited Edition Ariel Posen Stratocaster® can handle scorching hot solos and sultry chord work in equal measure.

"This is the most genuine and authentic representation of what I'm looking for in a guitar," said Ariel Posen. "I was always a Strat® guy and always felt most comfortable playing them, so it was important to capture those qualities. But the AP90 pickups really highlight my love for Jazzmasters—there's something so open and airy about those guitars. More than anything, this Strat® embodies everything I love about Fender and condenses it into one instrument."

Ariel Posen first arrived at the guitar after spending years on the road with his two parents, both touring musicians, and developing the musical itch for himself. While he began his journey on the piano, an adolescent love for '90s grunge and The Beatles found him swapping out the keys for a Strat®. Today, whether he is captivating packed venues across the world, on his upcoming [U.S. Tour this fall](#), or regaling his social audience, Posen has carved out a place for himself among the heroes of modern day guitar playing.

From the Journeyman Relic® Faded Lake Placid Blue finish to the quarter sawn AA flame maple neck, the Limited Edition Ariel Posen Stratocaster® oozes with road worn charm. But don't let this guitar's vintage appeal fool you, it is outfitted with new, custom electronics that are versatile and powerful. A pair of pickups were custom made with Fender's legendary pickup designer, Tim Shaw, to capture the full spectrum of Posen's sonic vocabulary—from swampy, growling leads to glassy clean tones and everything in between, these pickups deliver perfect harmonic clarity across all playing styles. In tandem with the vintage-style hardtail Stratocaster® bridge and roasted alder body, it's nearly impossible for this guitar to deliver anything short of full-bodied, resonant perfection.

In addition, this Stratocaster® includes a 1969 "U" neck shape, 9.5" radius, 21 vintage frets, mother of pearl inlays, custom Caballo Férreo (master volume, master tone) wiring, 3-way switch, 3-ply parchment pickguard, vintage-style tuning machines, bone nut, American Vintage '59-'64 string tree, deluxe hardshell case, Moody Leather Ariel Posen signature

strap, The Rock Slide Ariel Posen signature brass slide, Dunlop Ariel Posen picks and certificate of authenticity. Watch the demo video [introducing the Limited Edition Ariel Posen Stratocaster](#).

“Ariel Posen’s playing style is outright jaw-dropping. He has a remarkable ability to weave together beautiful melodies, intricate technique and captivating dynamics in a way that’s approachable to a wide group of guitar players. When the Custom Shop had the opportunity to work with him on his signature Stratocaster®, we knew it needed to exceed his expectations. Our hope is that this particular combination of custom pickups, tonewoods and hardware come together to inspire players as powerfully as Ariel’s music does,” said Chase Paul, Director of the Fender Custom Shop.

In tandem to the announcement, Fender is debuting From the Factory Floor: a new series that takes viewers where the magic happens – inside the Fender factory in Corona, CA, where Fender’s favorite artists perform live and talk shop with the builders and experts who bring the guitars and amplifiers to life. Watch as the first episode kicks off with [Ariel Posen – taking a closer look at his new Signature Custom Shop Stratocaster](#).

High-resolution lifestyle and product images of the Limited Edition Ariel Posen Stratocaster® guitar can be found [HERE](#).

For technical specs, additional information on new Fender® products and to find a retail partner near you, visit www.fendercustomshop.com. Join the conversation on social media by following @Fender and @FenderCustomShop.

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LIMITED EDITION ARIEL POSEN STRATOCASTER® (\$6,000.00 USD, £5,699 GBP, €6,799 EUR, \$9,499.00 AUD, ¥1,045,000 JPY) From scorching, octave fuzz-soaked slide solos to beautifully crafted chord changes and soulful grooves, Ariel Posen’s guitar playing is unmistakable. As a self-proclaimed “Strat® guy,” Posen teamed up with the Fender Custom Shop to introduce the Limited Edition Ariel Posen Stratocaster®, creating the most authentic representation of what he’s looking for in a guitar. Drawing influences from both traditional

Fender specs and more unconventional features, this Strat® can deliver anything from flowing, bell-like chime to gnarly, punchy tones.

The Faded Lake Placid Blue Relic® lacquer-finished 2-piece select roasted alder body, quartersawn AA flame maple neck and round-laminated rosewood fingerboard give this guitar the look and feel of a well-loved mid-'60s instrument, while the dueling AP-90 pickups, simplified controls and cupcake knobs are distinctly representative of Ariel's playing style and taste. The custom pickups were designed in tandem with Fender's legendary pickup designer, Tim Shaw, to capture both the nuanced warmth and clarity of a vintage Jazzmaster® neck pickup and the powerful midrange bite of classic soapbar bridge pickups. When combined with vintage-style hardtail Stratocaster® bridge and roasted alder, these pickups enhance even the most gentle, subtle playing with full-bodied resonance and sustain.

Other premium features include 1969 "U" back-shape, 9.5" (241 mm) radius, 21 vintage upgrade (45085) frets, mother of pearl dot inlays, custom Caballo Férreo (master volume, master tone) wiring, 3-way switch, 3-ply parchment pickguard, vintage-style tuning machines bone nut, American Vintage '59-'64 string tree, deluxe hardshell case, Moody Leather Ariel Posen signature strap, The Rock Slide Ariel Posen signature brass slide, Dunlop Ariel Posen picks and certificate of authenticity.

ABOUT FENDER CUSTOM SHOP™:

Since 1987, the Fender Custom Shop™ and its esteemed builders have astounded players and collectors worldwide with marvels of creativity, ingenuity and artistry. From its humble Southern California beginnings, the Fender Custom Shop™ has grown to become the world's preeminent maker of highly collectible, custom instruments operating in Corona, Calif. Known as the "Dream Factory," the Fender Custom Shop™ is also home to an honored group known as the Master Builders – some of the most-skilled luthiers in the world – who craft Fender's legendary instruments and push the boundaries of possibility. The distinguished Master Builders make dream guitars a reality for players – from Eric Clapton, Jeff Beck, H.E.R. and Jimmy Page to collectors, working professionals and guitar enthusiasts. As the epicenter of innovation at Fender and the pinnacle of the brand, ideas and production techniques devised in the Fender Custom Shop™ for both Masterbuilt and Teambuilt guitars go on to inspire and influence Fender's other production line models.

ABOUT ARIEL POSEN:

Ariel Posen is a critically acclaimed singer, songwriter, guitarist, and producer known for his soulful blend of roots rock, blues, and Americana. Hailing from Winnipeg, Canada, Posen first gained international recognition as a world-class guitarist before stepping into the spotlight as a solo artist. With a distinctive slide guitar style, heartfelt songwriting, and rich vocal tone, his music has earned praise from outlets including *Rolling Stone*, *Guitar World*, and *MusicRadar*. He has toured extensively across North America, the UK, Europe, and beyond, sharing stages and collaborating with artists such as Tom Jones, City and Colour, Lizzy McAlpine, Butch Walker, and more. Whether in the studio or on stage, Ariel Posen continues to captivate audiences with his raw musicianship and honest storytelling.

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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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GLOBAL MEDIA INQUIRIES

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