



FENDER® SPOTLIGHTS RECENTLY-LAUNCHED AMERICAN ULTRA ELECTRIC GUITAR SERIES, REVIVES MODELS FROM THE PAST AND BRINGS BACK PARALLEL UNIVERSE AT WINTER NAMM

FENDER INTRODUCES HM “HEAVY METAL” STRAT, LEAD II AND III MODELS, REVEALS ALL-NEW PARALLEL UNIVERSE AND AMERICAN ORIGINAL AND PLAYER SERIES GUITARS NOW AVAILABLE IN NEW MODELS AND FINISHES

HOLLYWOOD, Calif. (January 16, 2020)—Fender Musical Instruments Corporation (FMIC) today debuted its extensive electric and bass offerings for traditional and modern players alike at Winter NAMM 2020. In addition to showcasing [American Ultra](#) – the brand’s most modern and advanced electric guitar series, Fender is bringing back models from its past, including the Lead, which will be added to the Player Series. The HM Strat also returns with

the same unique look and specs as the original '88-'92 models. Joining Fender's limited-edition offerings are refreshes of fan-favorites including cult classic Parallel Universe Volume 2 and the highly-acclaimed American Original Series – now offering new models and finishes.

"We're excited to present an incredible lineup of new instruments at Winter NAMM," said Max Gutnik, VP of Fender Electric Guitars, Basses & Amplifiers. "Our leading focus for 2020 is our new flagship electric line, American Ultra. Ultra is a great example of the continued evolution of Fender's classic instruments in a way that remains true to Fender's original creation yet advances the instrument to serve modern players of all genres. While we look to the future with American Ultra, we are also celebrating our past with the re-release of the all-new HM Strat and Player Lead II and III guitars. The HM Strat and Lead series represent a wonderfully innovative time at Fender and a historic era in music, when musicians and their instruments were changing rapidly, and we're thrilled to debut them here at NAMM."

Launched in November 2, the American Ultra Series is the most advanced guitar from Fender. The series has all-new modern features, state-of-the-art craftsmanship and nuanced design. With 44 SKUs, the American Ultra Series offers many options for players looking for modern advancements, including the Stratocaster®, Telecaster®, Precision Bass®, Jazzmaster®, Jazz Bass® and Jazz Bass® V with an assortment of all-new colors in the \$1,899.99 - \$2,199.99 price range. The Ultra Series is a pivotal moment in Fender history as it offers new body design and contours – marking the first time in decades since the last significant alteration was made to the iconic Fender Stratocaster of Telecaster body shapes. Embracing artist and player feedback is a core driver for Fender's design process, leading to decades of subtle yet crucial innovations. For more information, click [here](#). For product and lifestyle images, click [here](#).

Fender created the Lead model in 1979, featuring a new solid-body design, hard-tail bridges and cool new wiring options. Paying homage, Fender is releasing the Player Lead Series for the unconventional, offbeat, and most importantly, undefined players. The series offers the choice of the Player Lead II (an homage to the late '70s models) and the Player Lead III (a tribute to the original 1982-only model), which both incorporate era-correct Lead Series specs with a blend of the modern Player Series specs offering style, power, and

versatility in comfortable, easy-to-play models. For more information, click [here](#). For images, click [here](#).

A true Fender fan favorite and cult classic will also be reborn at WNAMM, the limited-edition HM (Heavy Metal) Stratocaster originally designed and launched in the late-`80s with metal heads and technical players in mind. Built in the same factory as the original, the HM Strat will be available in four original era-correct Day-Glo colors: Frozen Yellow, Flash Pink, Ice Blue and Bright White. For product images and more information on this model, click [here](#).

Also debuting at WNAMM are all-new limited-edition models that make up Parallel Universe Volume 2 (\$1,999.99 - \$2,499.99). Offering even more unique models in the second iteration of Parallel Universe, these combinations of Fender design elements, body shapes and parts are for players looking for the most exciting and rare instruments Fender will come out with this year. For product descriptions, click [here](#); and product images, click [here](#). The following models will be released in 2020:

- The Troublemaker Custom w/ Bigsby (\$2,499.99)
- Troublemaker Tele Custom (\$2,399.99)
- Strat Jazz Deluxe (\$2,299.99)
- Maverick Dorado (\$2,499.99)
- Spark-O-Matic Jazzmaster (\$1,999.99)
- Jazz Strat (\$1,999.99)
- Tele Mágico (\$2,299.99)
- Uptown Strat (\$1,999.99)

Also, new this NAMM season are two new models for Fender's American Original series, including the `60s Telecaster Thinline and `70s Telecaster Custom. For product images and more information, click [here](#). Lastly, Fender is adding to the [Player Series](#) to further expand entry level offerings within the Fender brand. The new models include the Duo Sonic, Mustang, Mustang Bass PJ and Mustang 90.

Fender's new electric guitar and bass offerings will be available at local dealers and on www.Fender.com.

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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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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<https://fender.pr.co/271795-fender-spotlights-recently-launched-american-ultra-electric-guitar-series-revives-models-from-the-past-and-brings-back-parallel-univer/>