

FENDER® DIVERSIFIES SQUIER OFFERING WITH ALL-MODERN 'CONTEMPORARY SERIES' ELECTRIC GUITARS

**CONTEMPORARY SERIES FEATURES MODERN DESIGN AESTHETICS
WITH CERAMIC PICKUPS, METALLIC FINISHES, PROVIDING VALUE
AND PLAYABILITY FOR UP-AND-COMING GUITARISTS**

HOLLYWOOD, Calif. (January 26, 2018)—Fender Musical Instruments Corporation (FMIC) today announced the expansion of its offerings with the new Squier Contemporary Series, which includes Stratocaster® and Telecaster® electric guitars with an all-modern look, feel and sound at a meaningful price point. The first new series added to Squier's offering in several years, this line is ideal for players – entry level and beyond – seeking progressive features in a guitar that has authentic vibe and style.

"When we set out to design this series, we took into account what next generation of players are looking for in an electric guitar," said Billy Martinez VP Category Manager – Acoustics and Squier Divisions. "We realized the next step for Squier was to completely modernize a new series of guitars and it's evident in this line – from the design aesthetic and metallic finishes to modern features, like ceramic magnet pickups. This is the start of something new, as we plan to grow this series and Squier's modern offering.

"Forward-thinking and progressive, Squier Contemporary Series models are modern through and through – from the aesthetics to the contemporary features. Premium styling cues include chrome pickup covers, eye-catching matching painted headstocks and zebra pickup bobbins on select models. The series also features metallic finishes in Dark Metallic Red, Black Metallic and Ocean Blue Metallic, among other colors.

Squier will offer active pickups on the Contemporary Active Stratocaster HH, which also features a reverse headstock and a dual-locking Floyd Rose® tremolo system that can

handle extreme vibrato while maintaining reliable tuning stability.

The Fender standard of quality and playability is ever-present in Squier Contemporary Series models, their hardware and electronics. The slim “C”-shaped maple neck give this guitar a slick, smooth feel, while the 12” fingerboard radius and jumbo frets are ideal for speed and effortless bends. All of the models feature ceramic pickups for maximum versatility across musical genres. The dual ceramic humbucking pickups boast hot output for powerful tones perfect for crunchy rhythms and soaring solos; meanwhile, ceramic single-coil neck and middle pickups on the Contemporary Stratocaster® HSS provide crisp, clear and dynamically responsive character.

The Squier Contemporary Series electric guitars feature six new models available at local dealers and on www.Fender.com. To learn more about the Squier Contemporary Series and access detailed product/spec descriptions, [click here](#). Product images can be accessed [here](#). For program and lifestyle images of Fender Play, [click here](#).

Models include:

- Contemporary Stratocaster® HH - \$349.99
- Contemporary Stratocaster® HH Left-Handed - \$349.99
- Contemporary Stratocaster® HSS - \$349.99
- Contemporary Active Stratocaster® HH - \$399.99
- Contemporary Telecaster® HH - \$349.99
- Contemporary Telecaster® HH Left-Handed - \$349.99

For beginning players, their first riff is only minutes away with digital learning app [Fender Play](#), which teaches concepts through bite-sized video lessons using songs from your favorite artists. Later in 2018, Fender Play will include ukulele and bass lessons and new R&B and metal genre paths. New players can sign up for a free 30-day trial at Play.Fender.com and subscribe for \$9.99 a month thereafter, or take advantage of a year of unlimited lessons for only \$89.99.

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.

CONTACT DETAILS

GLOBAL MEDIA INQUIRIES

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