

FENDER® SHINES BRIGHT FOR THE SUMMER WITH NEW SATIN SERIES

SCOTTSDALE, Ariz. (June 11, 2013) — Fender is excited to announce a brand new series release for this upcoming summer season. Dubbed as the Satin Series, it comes as a fresh and warm addition to an already potent Fender line-up.

Through a whole new light, and wrapping in four remarkably beautiful satin urethane body finishes, the Satin Series adds a lively touch to the Standard Telecaster® and Standard Stratocaster® models. Available in new Flame Orange, Ocean Blue Candy, Arizona Sun and Blaze Gold, the Satin Series will be this summer's can't-miss guitar series.

For the Standard Stratocaster Satin, other features include an alder body, maple neck with "modern C" profile and satin urethane back finish, 9.5"-radius rosewood or maple fingerboard with 21 medium frets, three single-coil pickups with five-way switching, three-ply black-white-black pickguard and black plastic control knobs, and a vintage-style synchronized tremolo bridge.

Features for the Standard Telecaster Satin include, a Rosewood fingerboard with 21 jumbo frets, dual single-coil pickups with three-way switching, three-ply black-white-black pickguard and black plastic control knobs, and a six-saddle string-through-body bridge.

The Satin Series release marks the start of a sensational summer season for Fender. For more information on the Satin Series, go to 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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