



FENDER RELEASES THE PLAYER II SERIES, A CATALYST TO UNITE THE NEXT-GENERATION OF PLAYERS

**THE WORLD'S BEST-SELLING GUITAR SERIES JUST GOT BETTER:
PLAYER II BOASTS PREMIUM SPECS AND NEVER-RELEASED
VINTAGE CAR-INSPIRED COLORWAYS**

HOLLYWOOD, CALIF. (July 9, 2024) — [Fender Musical Instruments Corporation](#) (FMIC) today announces the arrival of the [Player II Series](#) – an update to Fender's long-standing best-selling electric series, the Player Series - designed for musicians ready to take the next step in their creative journey.

Since its inception in 2018, the Player Series has shown nearly 30% consecutive year-over-year growth globally and holds rank as Fender's best-selling range of electric guitars of all time due to its accessible features that both capture the imagination of new players and satisfy the demands of more experienced guitarists alike. Available now, the Player II Series takes the best of its predecessor's features and improves them with upgraded specs like

rosewood fingerboards, modern “C” necks with rolled edges, and new vintage colors from the vaults exemplifying the innovation, culture, community, and lifestyle synonymous with Fender® Electrics.

At a time when data shows the global music industry is booming, with revenue at its highest since 1999 - the Player II series continues to inspire the next generation of musicians, ushering in a new kind of guitar player that takes creativity to a new level. The just-released lineup of models up the ante on the previous range with numerous innovative details and specs, new options for chambered ash and chambered mahogany bodies and never-released vintage colorways - Coral Red, Aquatone Blue, Hialeah Yellow and Birch Green - '50s and '60s vintage car colors pulled from the archives.

The 2024 campaign for the Player II Series, “The All New Player II” marks one of Fender's most significant debuts yet. It begins with an electrifying hero film blending four distinctive renditions of The Kinks' timeless hit, "All Day & All of the Night," set in unique environments. For the film, [All Day and All of the Night: The All New Player II Series | Fender®](#), Fender has partnered with acclaimed artists [Julien Baker](#), singer-songwriter from Memphis and 1/3 of boygenius, [DIIV](#), influential indie rock band, content creator and touring bassist (Fever 333) [April Kae](#) and alternative rock trio [Wallows](#). The campaign includes four product marketing vignettes with the same artists and environments, skillfully highlighting key features of the Player II Series.

In addition to the hero film and ten product demo videos, **[Exploring the Player II Series](#)**, the multi-pronged campaign debuts various content pieces:

- **Player II Sessions**, featuring performances and interviews with the four campaign artists, **Julien Baker, DIIV, Wallows and April Kae**, each showcasing an original performance. Watch the first **Fender Session**, featuring interview and performance by Wallows: [Wallows Sessions | The Player II Series | Fender](#)
- **New Fender series** featuring Fender Next artists - **Militarie Gun (Los Angeles), Joy Oladokun (Nashville), English Teacher (Leeds), Vacations (Australia)**, and additional content with artists based in Japan and China. Each docu-style episode will capture a "day in the life" of being a Player with the artists as they prepare for a show.
- **The Modern Creator**, campaign series features stories through the eyes of four content creators, [Monica Valli](#), [Mary Spender](#), [Gabriel Takei](#) and [Dovydas](#), as they share their

unique musical journeys.

- **Player I vs. Player II Side By Sides**, engaging select channels, such as **Andy Ferris**, for side-by-side comparisons highlighting the improvements from Player to Player II guitars and bases.

“The Player II Series represents our continued evolution in design and functionality,” said Justin Norvell, EVP of Product, FMIC. “We listened to the feedback from musicians around the world and incorporated their insights to refine and innovate our instruments. The re-introduction of rosewood fingerboards is a restoration of the ‘original Fender recipe’ and will no doubt be a fan favorite - but we didn’t want to stop there. We’ve also incorporated our rolled fingerboard edges for a broken-in feel, upgraded hardware, and have some new body options as well- which underscores our commitment to providing players and creators with the tools they need to express their unique sound and style. The Player II Series is not just an upgrade, it’s a detailed re-imagining of our core silhouettes, highlighting our dedication to quality and the continuous refinement of our instruments.”

Additionally, Player II offers new options for chambered ash and chambered mahogany bodies for the Player II Stratocaster and Telecaster models, which will be available in October. Designed for musicians ready to elevate their craft, the Player II Series sets a new standard for quality and performance in the mid-price range. Series includes:

- Player II Stratocaster®
- Player II HSS Stratocaster®
- Player II Telecaster®
- Player II Jazzmaster®
- Player II Jaguar®
- Player II Mustang®
- Player II LH Stratocaster®
- Player II HH Telecaster®
- Player II LH Telecaster®
- Player II Precision Bass®
- Player II Jazz Bass®
- Player II Mustang Bass®

"Music is about a multisensory experience and the P-Bass provides that. It feels great to wear, it sounds great and it looks incredible. It's classic but always feels current. It always feels relevant and that's not something that can be said about any product let alone a guitar." **April Kae.**

"This guitar feels like a magic guitar that fell into my hands and it's perfect. I feel like I'm constantly chasing that one guitar and this is just perfect." **Zachary Cole Smith, DIIV**

"The Player II Series Stratocaster feels like a great guitar and I was impressed by how it played very easy and simple. The tones are great. I think people are going to enjoy it."

Braeden Lemasters, Wallows

High-resolution artist, lifestyle, and product images can be found [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.

1 [Billboard](#) states the music industry's total revenue in 2024 is \$28.6 billion, which is the highest it's been since 1999, not accounting for inflation.

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PLAYER II SERIES MODELS:

Player II Stratocaster® (\$799.99 - \$899.99 USD, £739.00 - £809.00 GBP, €869.00 - €949.00 EUR, \$1,299.00 - \$1,449.00 AUD, ¥104,500 - ¥121,000 JPY) The Player II Stratocaster® radiates timeless Fender charm, but under the hood, it's primed for today's players. Everything about the neck is designed for fast and fluid playability, from the Modern "C"-profile with silky satin urethane finish on the back to the comfy 9.5"-radius slab rosewood or maple fingerboard with smooth rolled edges and 22 medium jumbo frets. Choose from alder, chambered ash or chambered mahogany bodies available in both classic Fender finishes and never-before-seen colors unearthed from the archives. Player Series Alnico V Single-Coil Strat® pickups offer crystalline highs, musical mids and tight lows that elevate any genre. The 5-way blade switch lets you dial in everything from glassy neck

pickup cleans to rowdy bridge pickup snarl and all points in between, while a 2-point tremolo and ClassicGear™ tuners ensure precise tuning stability for the flexibility to explore endless sonic possibilities. Available in 3-Color Sunburst, Polar White (maple fingerboard), Polar White (rosewood Fingerboard), Hialeah Yellow, Birch Green, Aquatone Blue, Black, Coral Red. Offered in Chambered Ash and Chambered Mahogany bodies - Aged Cherry Burst, Transparent Cherry Burst, Transparent Mocha Burst, White Blonde. Available in LH model - Aquatone Blue, Polar White (rosewood Fingerboard), 3-Color Sunburst.

Player II HSS Stratocaster® (\$829.99 - \$929.99 USD, £759.00 - £829.00 GBP, €889.00 - €969.00 EUR, \$1,349.00 - \$1,499.00 AUD, ¥108,900 - ¥126,500 JPY) The Player II

Stratocaster® HSS radiates timeless Fender charm, but under the hood, it's primed for today's players. Everything about the neck is designed for fast and fluid playability, from the Modern "C"-profile with silky satin urethane finish on the back to the comfy 9.5"-radius slab rosewood or maple fingerboard with smooth rolled edges and 22 medium jumbo frets. Choose from alder, chambered ash or chambered mahogany bodies available in both classic Fender finishes and never-before-seen colors unearthed from the archives. Player Series Alnico V Single-Coil Strat® pickups and a Player Series Alnico II humbucker offer crystalline highs, musical mids and tight lows that elevate any genre. The 5-way blade switch lets you dial in everything from glassy neck pickup chime to rowdy bridge pickup roar and all points in between, while a 2-point tremolo and ClassicGear™ tuners ensure precise tuning stability for the flexibility to explore endless sonic possibilities. Available in 3-Color Sunburst, Polar White (rosewood Fingerboard), Hialeah Yellow, Birch Green, Aquatone Blue, Black, Coral Red. Offered in Chambered Ash and Chambered Mahogany bodies - Aged Cherry Burst, Transparent Cherry Burst, Transparent Mocha Burst, White Blonde.

Player II Telecaster® (\$799.99 - \$899.99 USD, £739.00 - £809.00 GBP, €869.00 - €949.00 EUR, \$1,299.00 - \$1,449.00 AUD, ¥104,500 - ¥121,000 JPY) The Player II Telecaster®

radiates timeless Fender charm, but under the hood, it's primed for today's players. Everything about the neck is designed for fast and fluid playability, from the Modern "C"-profile with silky satin urethane finish on the back to the comfy 9.5"-radius slab rosewood or maple fingerboard with smooth rolled edges and 22 medium jumbo frets. Choose from alder, chambered ash or chambered mahogany bodies available in both classic Fender finishes and never-before-seen colors unearthed from the archives. Player Series Alnico V

Single-Coil Tele® pickups offer crystalline highs, musical mids and tight lows that elevate any genre. The 3-way blade switch lets you dial in everything from smooth neck pickup chime to cutting bridge pickup twang and all points in between, while a 6-saddle bridge, block steel saddles and ClassicGear™ tuners ensure precise tuning stability for the flexibility to explore endless sonic possibilities. Available in 3-Color Sunburst, Polar White (rosewood Fingerboard), Hialeah Yellow, Birch Green, Aquatone Blue, Black, Coral Red. Offered in Chambered Ash and Chambered Mahogany bodies - Aged Cherry Burst, Transparent Cherry Burst, Mocha, White Blonde, Butterscotch Blonde. Available in LH model - Polar White (rosewood Fingerboard), 3-Color Sunburst, Hialeah Yellow.

Player II HH Telecaster® (\$829.99 USD, £769.00 GBP, €899.00 EUR, \$1,349.00 AUD, ¥108,900 JPY) The Player II Telecaster® HH radiates timeless Fender charm, but under the hood, it's primed for today's players. Everything about the neck is designed for fast and fluid playability, from the Modern "C"-profile with silky satin urethane finish on the back to the comfy 9.5"-radius slab rosewood or maple fingerboard with smooth rolled edges and 22 medium jumbo frets. A classic alder body is available in both timeless Fender finishes and never-before-seen colors unearthed from the archives. Player Series Alnico II humbuckers offer articulate highs, muscular mids and chunky lows that elevate any genre. The 3-way blade switch lets you dial in everything from creamy neck pickup warmth to rowdy bridge pickup roar and all points in between, while a 6-saddle bridge, bent steel saddles and ClassicGear™ tuners ensure precise tuning stability for the flexibility to explore endless sonic possibilities. Available in 3-Color Sunburst, Hialeah Yellow, Aquatone Blue, Black, Coral Red.

Player II Jaguar® (\$829.99 USD, £759.00 GBP, €889.00 EUR, \$1,349.00 AUD, ¥108,900 JPY) The Player II Jaguar® radiates timeless Fender charm, but under the hood, it's primed for today's players. Everything about the neck is designed for fast and fluid playability, from the Modern "C"-profile with silky satin urethane finish on the back to the comfy 9.5"-radius slab rosewood fingerboard with smooth rolled edges and 22 medium jumbo frets. A classic alder body is available in both timeless Fender finishes and never-before-seen colors unearthed from the archives. Player Series Alnico V (Bridge) and Alnico II (Neck) Single-Coil Jaguar® pickups offer crystalline highs, musical mids and tight lows that elevate any genre. The 3-way blade switch lets you easily dial in everything from glassy neck pickup

chime to cutting bridge pickup bite and all points in between, while a 6-saddle Jaguar bridge with Floating Tremolo, upgraded Mustang® saddles and ClassicGear™ tuners ensure precise tuning stability for the flexibility to explore endless sonic possibilities. Available in 3-Color Sunburst, Hialeah Yellow, Aquatone Blue, Coral Red, Polar White (rosewood Fingerboard).

Player II Jazzmaster® (\$829.99 USD, £759.00 GBP, €889.00 EUR, \$1,349.00 AUD, ¥108,900 JPY) The Player II Jazzmaster® radiates timeless Fender charm, but under the hood, it's primed for today's players. Everything about the neck is designed for fast and fluid playability, from the Modern "C"-profile with silky satin urethane finish on the back to the comfy 9.5"-radius slab rosewood fingerboard with smooth rolled edges and 22 medium jumbo frets. A classic alder body is available in both timeless Fender finishes and never-before-seen colors unearthed from the archives. Player Series Alnico V Single-Coil Jazzmaster pickups offer crystalline highs, musical mids and tight lows that elevate any genre. The 3-way toggle switch lets you easily dial in everything from glassy neck pickup chime to cutting bridge pickup bite and all points in between, while a 6-saddle Jazzmaster bridge with Floating Tremolo, upgraded Mustang® saddles and ClassicGear™ tuners ensure precise tuning stability for the flexibility to explore endless sonic possibilities. Available in 3-Color Sunburst, Birch Green, Aquatone Blue, Coral Red, Black.

Player II Mustang® (\$799.99 USD, £619.00 GBP, €729.00 EUR, \$1,299.00 AUD, ¥104,500 JPY) The Player II Mustang® radiates timeless Fender charm, but under the hood, it's primed for today's players. Everything about the neck is designed for fast and fluid playability, from the Modern "C"-profile with silky satin urethane finish on the back to the comfy 9.5"-radius slab rosewood or maple fingerboard with smooth rolled edges and 22 medium jumbo frets. A classic alder body is available in both timeless Fender finishes and never-before-seen colors unearthed from the archives. Player Series Alnico V Single-Coil Mustang® pickups offer crystalline highs, musical mids and tight lows that elevate any genre. The 3-way toggle switch lets you easily dial in everything from glassy neck pickup chime to cutting bridge pickup snarl and all points in between, while a 6-saddle hardtail bridge, bent steel saddles and ClassicGear™ tuners ensure precise tuning stability for the flexibility to explore endless sonic possibilities. Available in 3-Color Sunburst, Birch Green, Aquatone Blue, Hialeah Yellow, Black.

Player II Precision Bass® (\$799.99 USD, £839.00 GBP, €979.00 EUR, \$1,299.00 AUD,

¥104,500 JPY) The Player II Precision Bass® radiates timeless Fender charm, but under the hood, it's primed for today's players. Everything about the neck is designed for fast and fluid playability, from the Modern "C"-profile with silky satin urethane finish on the back to the comfy 9.5"-radius slab rosewood or maple fingerboard with smooth rolled edges and 20 medium jumbo frets. A classic alder body is available in both timeless Fender finishes and never-before-seen colors unearthed from the archives. Player Series Alnico V Split-Coil P Bass® pickups offer sweet highs, musical mids and seismic lows that elevate any genre. An adjustable 4-saddle bridge, single-groove steel saddles and open-gear tuners ensure precise tuning stability for the flexibility to explore endless sonic possibilities. Available in 3-Color Sunburst, Birch Green, Aquatone Blue, Hialeah Yellow, Black, Polar White (rosewood Fingerboard), Coral Red.

Player II Jazz Bass® (\$799.99 USD, £839.00 GBP, €979.00 EUR, \$1,299.00 AUD, ¥104,500

JPY) The Player II Jazz Bass® radiates timeless Fender charm, but under the hood, it's primed for today's players. Everything about the neck is designed for fast and fluid playability, from the Modern "C"-profile with silky satin urethane finish on the back to the comfy 9.5"-radius slab rosewood or maple fingerboard with smooth rolled edges and 20 medium jumbo frets. A classic alder body is available in both timeless Fender finishes and never-before-seen colors unearthed from the archives. Player Series Alnico V Single-Coil J Bass® pickups offer sweet highs, growling mids and seismic lows that elevate any genre. An adjustable 4-saddle bridge, single-groove steel saddles and open-gear tuners ensure precise tuning stability for the flexibility to explore endless sonic possibilities. Available in 3-Color Sunburst, Birch Green, Aquatone Blue, Hialeah Yellow, Black, Polar White (Maple Fingerboard), Coral Red.

Player II Mustang® Bass (\$799.99 USD, £679.00 GBP, €799.00 EUR, \$1,299.00 AUD,

¥104,500 JPY) The Player II Mustang® Bass PJ radiates timeless Fender charm, but under the hood, it's primed for today's players. Everything about the neck is designed for fast and fluid playability, from the Modern "C"-profile with silky satin urethane finish on the back to the comfy 9.5"-radius slab rosewood or maple fingerboard with smooth rolled edges and 20 medium jumbo frets. A classic alder body is available in both timeless Fender finishes and never-before-seen colors unearthed from the archives. Player Series Alnico V Split-Coil

P Bass® and Single-Coil J Bass® pickups offer sweet highs, growling mids and seismic lows that elevate any genre. The 3-way toggle switch lets you easily dial in everything this versatile pickup set has to offer, while an adjustable 4-saddle bridge, single-groove steel saddles and open-gear tuners ensure precise tuning stability for the flexibility to explore endless sonic possibilities. Hialeah Yellow, Polar White (Maple Fingerboard), Aquatone Blue, 3-Color Sunburst, Coral Red.

FENDER MUSICAL INSTRUMENTS CORP. MEDIA CONTACT:

Alex Velasquez

PR and Communications Manager

Fender Musical Instruments Corp.

Avelasquez@Fender.com

Press@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

Fender Musical Instruments Corporation
press@fender.com

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