

FENDER® RELEASES NEW UPDATED STANDARD SERIES GUITARS

SCOTTSDALE, Ariz. (January 22, 2015) – Fender is proud to announce the release of new models to the ever-popular Standard series instruments.

For modern guitarists who want heavy and aggressive tone, the **Standard Stratocaster® HH** is armed with two Blacktop™ open-coil humbucking pickups with chrome/black bobbins that deliver massive high-gain power. Sleek and supercharged, it's built to match the intensity of any playing style, with other distinctive features including a coil-splitting push-pull switch built into the second tone knob that leaves the outside coils active. A versatile performer with a full-throated voice.

The **Standard Stratocaster HSH** takes the already-blistering Standard Stratocaster HH model and supercharges it even more with the addition of a Standard Stratocaster single-coil pickup between two ferocious Blacktop open-coil humbucking pickups with chrome/black bobbins and a coil-splitting push-pull switch built into the second tone knob that leaves the outside coils active. That means even more sonic versatility in a stylishly distinctive Strat® model for modern guitarists who want heavy and aggressive tone.

The **Standard Stratocaster HSS Floyd Rose** is armed with a Floyd Rose locking tremolo bridge and a powerful Blacktop open-coil humbucking bridge pickup with a chrome/black bobbin and a coil-splitting push-pull switch built into the second tone knob that leaves the outside coil active.

The **Standard Telecaster® HH** deliver massive high-gain power from two Blacktop open-coil humbucking pickups with chrome/black bobbins and black bezels. It also includes a coil-splitting push-pull switch built into the tone knob that leaves the outside coils active.

The **Standard Jazzmaster® HH** is an unusual take on the classic Fender model, delivering massive high-gain power and a whole new sonic personality from two Blacktop open-coil humbucking pickups with chrome/black bobbins and black bezels. It also includes a coil-

splitting push-pull switch built into the tone knob that leaves the outside coils active, a Jazzmaster floating tremolo bridge, and a lean control layout.

For more information, 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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