

FENDER® RELEASES NEW BASSES AT 2015 NAMM SHOW

SCOTTSDALE, Ariz. (January 22, 2015) – Fender is proud to announce the release of several new bass guitars at the 2015 NAMM Show.

It's one of the most common modification requests we get for Precision basses—the remarkable tonal versatility of an added Jazz Bass® bridge pickup. The **LIMITED EDITION AMERICAN STANDARD PJ BASS** is a great American Standard Precision Bass®—the rock solid stalwart of the bass world—with the extra functionality of a singing, snarling Jazz Bass bridge pickup and a thinner Jazz Bass neck for faster action.

The bassist who wants a distinctively stylish active instrument, a versatile combination of Precision Bass and Jazz Bass design, and affordability that won't break the bank will find the **DELUXE ACTIVE PRECISION BASS SPECIAL OKOUME** a sophisticated Deluxe performer loaded with special features. The body is fashioned from okoume, an African hardwood with an attractive straight grain and distinctive reddish-brown hue. Together with a slim Jazz Bass neck, special Jazz Bass bridge pickup in addition to the Precision Bass middle pickup, active electronics and more, the result is a beautifully sophisticated and tonally versatile Precision Bass experience. Okoume is also available on the **DELUXE ACTIVE JAZZ BASS OKOUME** four-string and **DELUXE ACTIVE JAZZ BASS V OKOUME** five-string models.

The **LIMITED EDITION SANDBLASTED ASH PRECISION BASS** features one of the most alluringly unusual finish treatments yet seen on a Fender instrument. After the transparent finish (in beautiful Sapphire Blue or Crimson Red) is applied, the ash body is literally sandblasted, leaving the surface grain pattern wonderfully textured with parallel ruts and grooves in which the black grain-filler coat shows beneath the color finish coat. It's a truly beautiful look complemented by a black pickguard, and the "topography" of no two instruments is identical. The bass is also finely appointed with an American Standard split single-coil Precision Bass pickup, a comfortable maple neck and fingerboard, and much

more. **THE LIMITED EDITION SANDBLASTED ASH JAZZ BASS** features many of the same features, as well two American Standard single-coil Jazz Bass pickups.

The Standard series welcomes its first Dimension Bass model in the elegant form of the **STANDARD DIMENSION™ BASS IV**. Discerning bassists with an extra-sharp ear for tone will appreciate the power and nuance of its single Dimension Bass humbucking pickup. They'll also appreciate the remarkable playing comfort of its offset body, smooth maple neck and fast rosewood fingerboard. With these and other features, it's a new Standard and a new Dimension in Fender bass sound and performance. Available February 18, 2015.

The Standard series also welcomes its first Jaguar Bass model in the lithe form of the **STANDARD JAGUAR® BASS**. Bassists will appreciate the remarkable tonal versatility of its PJ pickup configuration, with a seismic split single-coil Precision Bass middle pickup and growling Jazz Bass bridge pickup, with a volume control for each pickup and a single master tone control. They'll also appreciate the remarkable playing comfort of its sleekly offset body, smooth maple neck and fast rosewood fingerboard.

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

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