



FENDER CELEBRATES LAUNCH OF INNOVATIVE AMERICAN ACOUSTASONIC™ SERIES, ADDS NEW CALIFORNIA SERIES™ SATIN MODELS

**PIONEERING ACOUSTIC-ELECTRIC TELECASTER®, LATEST
CALIFORNIA SERIES SATIN MODELS ENABLE ARTISTS TO EXPLORE
NEW TECHNICAL ADVANCES AND EXPAND RANGE OF CREATIVE
EXPRESSION**

HOLLYWOOD, CALIF. (January 24, 2019)—Fender Musical Instruments Corporation (FMIC) today celebrates the release of a new state-of-the-art acoustic guitar series and the expansion of the ever-growing California Series at Winter NAMM 2019 in Anaheim, Calif. The additions include the powerful, American-made Acoustasonic Telecaster and the beach-inspired California Series in satin finishes.

Equipped with a fully-hollow body and Fender's patent-pending Stringed Instrument Resonance System (SIRS), the American Acoustasonic Telecaster is designed to deliver a

naturally loud voice with spirited harmonics. This hybrid acoustic-electric guitar boasts an Acoustasonic Noiseless™ magnetic pickup - designed for authentic, hum-free Fender electric tone - helping artists transition from a smooth acoustic voice to a bold electric tone at the flip of a switch, as well as omitting feedback and eliminating many of the complications associated with playing acoustic guitars live. A mahogany Telecaster neck with ebony fingerboard and open-pore satin finish make this contemporary guitar comfortable and easy to play.

New, sleek satin finishes come to California Series acoustic guitars inspired by and born from the lifestyle and laid-back culture of Southern California. Catering to the diverse aesthetic tastes of Fender's artists, these guitars present a distinct, bold look and sound that disregards acoustic guitar conventions while bringing the character and feel of Fender's famous electric guitars to the category. From the Stratocaster® headstocks and vibrant colors, to the distinctive Fender body shapes – Malibu™, Newporter™ and Redondo™ – that make players stand out, the introduction of the satin line brings new style to performers on stage and off.

The expansion of the California Series now includes six additional colors, including: Satin Slate, Satin Bronze, Satin Olive, Satin Ice Blue, Satin Midnight and Satin Burgundy.

"We are proud of the purposeful innovation we put into each of our products, especially when it comes to the game changing American Acoustasonic Telecaster," said Billy Martinez, Fender VP Category Manager, Acoustic and Squier Divisions. "The Acoustasonic Telecaster is powered by the Fender and Fishman®-designed Acoustic Engine, which melds classic analog with future technologies like never seen before. We're super excited to see what artists do with this unprecedented range of acoustic and electric tones made possible by a single instrument."

"The California Series is a true representation of a Fender acoustic guitar, and now with the addition of new satin finishes, artists have even more ways to express their vibe and personality on stage," he added.

The American Acoustasonic Telecaster (\$1,999)

The newly expanded California Series (\$399.99 - \$699.99), including:

- Redondo Player (Satin Slate, Satin Bronze) - \$399.99
- Malibu Player (Satin Midnight, Satin Burgundy) - \$399.99
- Newporter Player (Satin Olive, Satin Blue) - \$399.99

Find high-resolution lifestyle images of the American Acoustasonic Series [here](#). To learn more about Fender's California Series and for product descriptions of each model, click [here](#). For series images, click [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.

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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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