



FENDER MUSICAL INSTRUMENTS CORPORATION ANNOUNCES 2024 CUSTOM COLLECTION FROM THE FENDER CUSTOM SHOP

HOLLYWOOD, Calif. (February 6, 2024) — Fender Musical Instruments Corporation (FMIC) today – alongside the revered Fender Custom Shop – unveils the highly anticipated annual 2024 Custom Collection. Renowned for the world’s premier and most-innovative custom guitars for artists, players and collectors alike, FMIC’s esteemed Custom Shop unparalleled quality and craftsmanship through an elite team of gifted master builders.

Built by the industry’s leading craftsmen, today’s announcement includes a myriad of compelling models from the Fender Custom Shop including a Limited Edition Collection, a Time Machine Collection that features models that pay homage to iconic guitars from the ‘50s and ‘60s, a Postmodern collection featuring models that represent seven decades of “Fender firsts,” an American Custom Collection that boasts striking finishes combined with contemporary features and meticulous craftsmanship, an Artisan Collection showcasing

bespoke custom-built masterpieces, adorned with unique appointments and features unlike any other Custom Shop instruments, and lastly a Vintage Custom collection that represents early, almost prototypical, transitional and “first rev” versions of a classic Fender model before its evolution into its present-day form.

“We are proud to present this extraordinary collection from the Fender Custom Shop,” said Mike Lewis, Vice President Product Development - Fender Custom Shop. “Crafted by the industry's most skilled artisans, these guitars represent the pinnacle of excellence, blending innovation with the rich heritage of Fender. Each collection tells a unique story, from the timeless elegance of the Limited Edition and Time Machine models to the groundbreaking features of the Postmodern and American Custom collections to the nostalgic journey of the Vintage Custom designs. We're confident that this year's collection will captivate artists, players, and collectors alike, setting a new standard for excellence in the world of custom guitars. Many models in this collection are available for customization through our network of Custom Shop Showcase dealers, allowing players to tailor their specifications to individual preferences.”

LIMITED EDITION

Each Custom Shop Limited Edition instrument is only available for a short time, making it eminently collectible and adding to its investment value. Crafted with many features reserved only for certain artists and masterbuilt instruments, they're exactly what the name says they are: highly anticipated, limited-edition models. Based on vintage platforms, modified with new and time-honored upgrades by our artisans, Limited Edition instruments let players achieve specific and previously unimagined results.

Limited Edition 1964 L-Series Strat® - Heavy Relic® (\$5,400.00 USD, £5,199.00 GBP, €5,999.00 EUR, \$8,699.00 AUD, ¥880,000 JPY) In 2024—the 70th anniversary year of the Stratocaster®—the Fender Custom Shop introduces a model that captures the look and tone of a Strat® from an especially distinctive and sought-after era: the Limited Edition 1964 L-Series Stratocaster®. Its two-piece select alder body wears a Heavy Relic® lacquer finish that beautifully imparts the look and feel of a mid-'60s Strat® that has endured decades of heavy wear and tear, in Three-Color Sunburst, Aged Daphne Blue, Aged Olympic White and Aged Sage Metallic Green. Its rift-sawn maple neck is fashioned with a comfortably

easy-playing 1963-style "C"-shaped profile, topped by a round-lam rosewood fingerboard with a compound radius (7.25" to 9.5") 21 medium vintage (47095) frets and a bone nut. Classic Strat® tone of that period comes from three Custom Shop hand-wound '64 Stratocaster® pickups (reverse-wound/reverse-polarity middle pickup for hum cancellation in switch positions 2 and 4) that deliver clear highs, well-balanced mids and tight lows, routed through five way switching and Vintage Modified #2 wiring with the Tone-Saver bleed circuit, which eliminates tone loss when volume is turned down. Other premium features include a three-ply mint green pickguard, Custom Shop vintage synchronized tremolo bridge, vintage-style tuners, wing string tree with tall metal spacer, deluxe hardshell case, strap and certificate of authenticity.

Limited Edition 1964 "Bobbed" Tele® Thinline - Relic® (\$5,000.00 - \$5,150.00 USD, £4,799.00 - £4,999.00 GBP, €5,549.00 - €5,699.00 EUR, \$7,999.00 - \$8,199.00 AUD, ¥880,000 JPY)

The Fender Custom Shop introduces the Limited Edition 1964 "Bobbed" Telecaster® Thinline Relic®, which combines several fan-favorite Tele® appointments in one remarkably distinctive guitar. Its chambered two-piece select ash Thinline body (mahogany on Aged Natural model) with classic "F" hole delivers the perfect blend of warmth with crisp attack and sparkling resonance, presented in authentically worn-in Relic® lacquer finishes in classic Aged Natural, Three-Color Sunburst and Aged White Blonde. The quartersawn maple neck is fashioned with a comfortably easy-playing 1960s-style Oval "C" profile, topped by a 9.5"-radius round-lam rosewood fingerboard with 21 Jumbo (6100) frets and a bone nut. True Telecaster® tone with biting mids and articulation comes from a pair of Fender Wide-Range CuNiFe humbucking pickups with '72 Tele® Thinline wiring and three-way switching. Other premium features include a four-ply aged white Pearloid pickguard (three-ply black on Aged White Blonde model), three-saddle custom "chopped" Telecaster® bridge with Custom Shop RSD (Research Special Design) brass saddles for perfect intonation without sacrificing tone, vintage-style "F" tuners, wing string tree, deluxe hardshell case, strap and certificate of authenticity.

Limited Edition Red Hot Esquire® - Relic® (\$4,725.00 USD, £4,599.00 GBP, €5,249.00 EUR, \$7,599.00 AUD, ¥797,500 JPY)

The Fender Custom Shop introduces the Limited Edition Red Hot Esquire® Relic®, which blends vintage-inspired appointments with a touch of modern playability for a phenomenal playing experience. Its two-piece select ash

chambered Thinline body with classic "F" hole delivers all the sweet midrange and lively response you'd expect from an ash body, presented in authentically worn-in Relic® flash-coat lacquer finishes in Aged Black, Aged White Blonde and Super-Faded Aged Candy Apple Red. The one-piece bird's-eye maple neck is sculpted with a 1952 "U-shaped" profile for full-hand yet super-comfortable feel, topped by a vintage compound-radius (7.25" to 9.5") maple fingerboard with 21 medium jumbo (6150) frets and a bone nut. A single Custom Shop hand-wound reverse-angle Josefina "Red Hot" Telecaster® pickup rocks the perfect blend of bite and twang, with three-way tone switching and reverse Esquire "cocked wah" wiring. Other premium features include a single-ply parchment pickguard, reverse Nocaster® bridge with compensated RSD (Research Special Design) brass saddles, vintage-style tuners, wing string tree, deluxe hardshell case, strap and certificate of authenticity.

Limited Edition CuNiFe® Tele® Custom - Journeyman Relic® (\$5,950.00 USD, £5,699.00 GBP, €6,599.00 EUR, \$9,499.00 AUD, ¥1,034,000 JPY) New for 2024, the Fender Custom Shop introduces the Limited Edition CuNiFe Tele® Custom Journeyman Relic®, with a two-piece select alder body with black binding and rope purfling for a stunning Tele® dressed to the nines. Three gorgeous Journeyman Relic® sparkle finishes and a pair of dynamic pickups (CuNiFe Wide Range Humbucker in the neck position and Custom Shop hand-wound Original Blackguard pickup in the bridge position) bring this model into the spotlight. Other premium features include a quartersawn 2A flame maple neck with '60-style Oval "C" back-shape, matching painted headcap, flat-lam rosewood fingerboard, 9.5" radius, 21 narrow tall (6105) frets, Dual Stack HS Tele wiring, 3-way switch, 3-ply parchment pickguard, Bigsby® B5 Vibrato tailpiece with RSD J-Bridge, vintage-style tuning machines, bone nut, wing string tree, deluxe hardshell case, strap and certificate of authenticity.

Limited Edition P-Jazz Bass - Relic® (\$4,850.00 USD, £5,299.00 GBP, €6,049.00 EUR, \$7,699.00 AUD, ¥825,000 JPY) New for 2024, the Fender Custom Shop introduces the Limited Edition "P" Jazz Bass® Relic®, the best of a Precision Bass® and Jazz Bass® all rolled into one. Drawing inspiration from the 1957 P-Bass®, this limited release features a 2-piece select ash body loaded with a Custom Shop hand-wound '57 Precision Bass® pickup for beautifully warm and punchy tone. The quartersawn maple neck and flat-laminated fingerboard may look like a mid-to-late '50s P-Bass, but it has a '60s-style "U" Jazz Bass®

back-shape and a 1.5" nut width for effortless playability in any range. Finished in Relic® Aged Cinnamon Red, Aged White Blonde or Chocolate Three-Color Sunburst Flashcoat lacquer, this bass is sure to become the "go-to" in any player's collection. Other premium features include 7.25" radius, 20 vintage (45085) frets, vintage wiring, gold anodized aluminum pickguard, vintage-style 4-saddle bridge with threaded steel saddles, vintage-style tuning machines, bone nut, disc string tree, deluxe hardshell case, strap and certificate of authenticity.

For images of the Limited Edition Collection, click [HERE](#).

TIME MACHINETM

The Fender Custom Shop reaches new heights of craftsmanship with its acclaimed Time Machine series—artfully "relic-ed" guitars and basses that revolutionized the entire concept of "reissue" instruments. The master builders continue to venture even higher by crafting meticulous replicas using the same techniques and tooling used to create the originals all those years ago.

1954 Tele® (\$4,125.00 - \$5,100.00 USD, £4,299.00 - £5,699.00 GBP, €4,999.00 - €6,599.00 EUR, \$6,599.00 - \$8,699.00 AUD, ¥726,000 - ¥880,000 JPY) New for 2024, the Fender Custom Shop delves deep into the early years of the Tele® to introduce a unique, transition-era model – the 1954 Telecaster®. Early 1954 marks the last production run of the infamous single-ply black phenolic pickguard on what we now know as a Nocaster® Blonde-finished body, eventually moving to a single-ply white ABS pickguard to match the all-new Stratocaster®. Preserving the iconic appointments of the sought after early Telecaster® guitars, this 1954 model features a two-piece select ash body (with offset seam on the treble side), a one-piece rift sawn maple neck with '54-style "U" back-shape and vintage compound 7.25" to 9.5" fingerboard radius. Equipped with a pair of Custom Shop hand-wound Loaded '51 Nocaster® pickups, this guitar has all the clarity and twang you would expect from an early-'50s Tele®, but with a bit of extra power on tap. The 1954 Telecaster® is available in a number of Custom Shop treatments with varying degrees of wear, including Time Capsule, DLX Closet Classic, Relic®, Journeyman Relic®, Heavy Relic® and Super Heavy Relic®. Other premium features include 21 medium vintage (47095) frets, fat '50s tele wiring, 3-way switch, single-ply black phenolic pickguard, '51-'54 Tele® bridge with brass

barrel saddles, vintage-style tuning machines, bone nut, disc string tree, deluxe hardshell case, strap and certificate of authenticity.

1959 Tele® - Journeyman Relic® (\$4,550.00 USD, £4,399.00 GBP, €5,049.00 EUR, \$7,199.00 AUD, ¥770,000 JPY) New for 2024, the Fender Custom Shop introduces the 1959 Telecaster® Journeyman Relic®. Over six decades since its original release, this instrument captures the essence of a unique set of appointments only found for a brief period in Tele® history. Its two-piece select ash body is aged to perfection with Journeyman Relic® flashcoat lacquer finishes in three popular colors from the era – Natural Blonde, Aged White Blonde and Faded Aged Three-Color Sunburst – while the one-piece rift sawn maple neck and single ply parchment pickguard round out its unique and timeless look. Loaded with a pair of Custom Shop hand-wound Texas Special™ pickups and Fat '50s wiring, this Telecaster® not only looks the part, but sounds lively, responsive and is bursting with full-range Tele® tone. Other premium features include Large "C" neck back-shape, 9.5" radius, 21 narrow tall (6105) frets, 3-way switch, top-load/strings-through-body bridge with threaded steel saddles, vintage-style tuning machines, bone nut, wing string tree, deluxe hardshell case, strap and certificate of authenticity.

1963 Tele® - Relic® (\$4,400.00 USD, £4,399.00 GBP, €5,049.00 EUR, \$6,999.00 AUD, ¥748,000 JPY) New for 2024, the Fender Custom Shop introduces the 1963 Telecaster® Relic®. A wonderfully crafted reproduction of the Telecaster® from the golden era of Fender's past, this guitar is a perfect combination of this period's appointments. The two-piece select alder body is artfully aged in Relic® lacquer Aged Olympic White, Fiesta Red and Lake Placid Blue finishes and is paired with a rift sawn maple neck with '60s-style Oval "C" back-shape and a round-laminated rosewood fingerboard. With the throaty midrange and bite of a Custom Shop hand-wound Original Blackguard bridge pickup and the crystalline clarity of a Custom Shop hand-wound Twisted Tele neck pickup, this guitar delivers classic Telecaster® tone with astonishing versatility. Other premium features include 9.5" radius, 21 narrow tall (6105) frets, Modern Tele® wiring with Greasebucket™ tone circuit, 3-way switch, 3-ply mint green pickguard, '58-'63 tele bridge with threaded steel saddles, vintage-style tuning machines, bone nut, wing string tree, deluxe hardshell case, strap and certificate of authenticity.

1960 Tele® Custom - Heavy Relic® (\$5,225.00 USD, £5,299.00 GBP, €6,099.00 EUR, \$8,399.00 AUD, ¥858,000 JPY) New for 2024, the Fender Custom Shop introduces the 1960 Telecaster® Custom Heavy Relic®. An icon in the history of Fender guitars, this prized double-bound Telecaster is brought back to the forefront with its trio of Heavy Relic® lacquer finishes, two-piece select alder body and quartersawn maple neck with flat-laminated rosewood fingerboard. Dressed in your choice of Super Faded Aged Chocolate Three-Color Sunburst, Aged Black or Aged Inca Silver and topped with a three-ply mint green pickguard, this Tele® Custom looks as if it was pried straight from the hands of a gigging guitarist in the '60s and transported to today—and with its set of Custom Shop hand-wound '58 Tele® pickups, it sounds that way, too! Full of all the sparkly, clear highs, prominent midrange and smooth lows that made this era Tele® special, this 1960 Telecaster® Custom is truly something to behold. Other premium features include '60-style Oval "C" back-shape, 9.5" radius, 21 narrow tall (6105) frets, Modern Tele wiring, 3-way switch, '60 Tele bridge with Gatton saddles, vintage-style tuning machines, bone nut, wing string tree, deluxe hardshell case, strap and certificate of authenticity.

1967 Tele® - DLX Closet Classic (\$4,325.00 USD, £4,299.00 GBP, €4,999.00 EUR, \$6,899.00 AUD, ¥803,000 JPY) New for 2024, the Fender Custom Shop introduces the 1967 Telecaster® DLX Closet Classic. Nearly six decades after its initial release, the '67 Telecaster® is still a highly sought after model. With its two-piece select ash body, maple neck with round-laminated maple fingerboard, Bigsby® B5 Vibrato tailpiece and RSD J-Bridge, this Tele® is perfect for nearly any collection. Available in a trio of DLX Closet Classic lacquer finishes (Natural Blonde, Three-Color Sunburst and Candy Apple Red), this finely aged Telecaster® has the look of a guitar that was owned with pride, well cared for and religiously polished over many years. Moderate finish checking and hardware oxidation create a the distinct look and feel of an instrument that has evolved into something beautifully complex—like a fine wine. Other premium features include '60-style Oval "C" back-shape, 9.5" radius, 21 narrow tall (6105) frets, Custom Shop hand-wound '67 Tele® pickups, Modern Tele® wiring with Greasebucket™ tone circuit, 3-way switch, 3-ply parchment pickguard, vintage-style "F" tuning machines, bone nut, wing string tree, deluxe hardshell case, strap and certificate of authenticity.

1957 Strat® - Heavy Relic® (\$5,225.00 - \$5,600.00 USD, £4,999.00 - £5,399.00 GBP, €5,799.00 - €6,199.00 EUR, \$8,399.00 - \$8,999.00 AUD, ¥913,000 JPY) New for 2024, the Fender Custom Shop introduces the 1957 Stratocaster® Heavy Relic®—an undeniable electric guitar icon. Over the years, the '57 Strat® gained notoriety for its unmistakable appointments and this model is loaded with the features that truly evoke the spirit of its celebrated predecessor. The two-piece select alder body (ash on White Blonde and Two-Color Sunburst), one-piece rift sawn maple neck with '57-style Soft "V" back-shape and single-ply parchment pickguard come together to create the perfect blend of late-'50s Strat® specs. Loaded with a trio of Custom Shop hand-wound Tomatillo Stratocaster® pickups (RWRP middle pickup) and equipped with Vintage Modified #2 wiring and Greasebucket™ tone circuit, this guitar delivers all the spank and quack a player would want from a Strat®, but with a hint of extra warm, full-bodied tone. All wrapped in Heavy Relic® lacquer finish, the 1957 Stratocaster® evokes decades of intense playing and touring—this guitar is a battle-tested workhorse. Other premium features include 9.5" radius, 21 narrow tall (6105) frets, 5-way switch, Custom Shop vintage synchronized tremolo, vintage-style tuning machines, bone nut, wing string tree, deluxe hardshell case, strap and certificate of authenticity.

1959 Strat® - Journeyman Relic® (\$4,600.00 USD, £4,399.00 GBP, €5,099.00 EUR, \$7,399.00 AUD, ¥803,000 JPY) New for 2024, the Fender Custom Shop introduces the 1959 Stratocaster® Journeyman Relic®. The two-piece select alder body wears Journeyman Relic® lacquer finishes in Super Faded Aged Shell Pink, Super Faded Aged Sonic Blue, Faded Aged Sea Foam Green and Faded Aged Sherwood Green Metallic for the authentically worn-in look and feel of a family heirloom instrument that's been handed down through the years. Classic appointments from the end of the decade are featured up and down the guitar: quartersawn maple neck with '59-style "D" back-shape and flat-laminated rosewood fingerboard bring out the best in tone and playability. Armed with a trio of Custom Shop hand-wound Fat '50s Stratocaster® pickups, Vintage Modified #2 wiring and Tone-Save bleed circuitry, there's no shortage of sought after golden era tone. Other premium features include 9.5" radius, 21 narrow tall (6105) frets, 5-way switch, 3-ply mint green pickguard, Custom Shop vintage synchronized tremolo, vintage-style tuning machines, bone nut, wing string tree with tall metal spacer, deluxe hardshell case, strap and certificate of authenticity.

1963 Strat® - Super Heavy Relic® (\$5,875.00 - \$6,400.00 USD, £5,699.00 - £6,099.00 GBP, €6,499.00 - €7,049.00 EUR, \$9,299.00 - \$10,199.00 AUD, ¥979,000 JPY) New for 2024, the Fender Custom Shop introduces the 1963 Stratocaster® Super Heavy Relic®. The lively, resonant two-piece select alder body is paired with an extremely comfortable playing rift sawn maple neck with '63-style "C" back-shape and round-laminated rosewood fingerboard for a quintessential early-'60s Strat®. All wrapped in stunning Super Heavy Relic® lacquer finishes – Super Faded Aged Three-Color Sunburst, Super Faded Aged Three-Color Sunburst Sparkle, Super Faded Aged Black over Three-Color Sunburst and Super Faded Aged Surf Green over Three-Color Sunburst – the '63 Strat® looks like it was gigged hard for decades. With a set of three Custom Shop hand-wound '60/'63 Strat® pickups (RWRP middle pickup), this guitar sounds as incredible as it looks. Other premium features include 9.5" radius, 21 narrow tall (6105) frets, Fat '50s 1/2 Blender Strat® wiring with Greasebucket™ tone circuit, 5-way switch, 3-ply mint green pickguard, Custom Shop vintage synchronized tremolo, vintage-style tuning machines, bone nut, wing string tree with tall metal spacer, deluxe hardshell case, strap and certificate of authenticity.

1967 Strat® - Relic® with Closet Classic Hardware (\$5,100.00 USD, £4,899.00 GBP, €5,649.00 EUR, \$7,999 AUD, ¥847,000 JPY) New for 2024, the Fender Custom Shop introduces the 1967 Stratocaster® Relic® with Closet Classic hardware. Honoring the legacy of late-'60s, "large headstock" Stratocaster® guitars, this model delivers all the nuances that makes this era of Strat® special—a two-piece select alder body, quartersawn maple neck with '60-style Oval "C" back-shape and parchment-bound, round-laminated rosewood fingerboard, and a three-ply parchment pickguard loaded with Custom Shop hand-wound Texas Special™ pickups. Dressed in Relic® lacquer Aged Blue Ice Metallic, Aged Ocean Turquoise, Aged Firemist Gold and Aged Charcoal Frost Metallic finishes with Closet Classic hardware, the 1967 Stratocaster® looks like a perfectly worn, workhorse that's seen years and years of gigs, but was handled with care. Other premium features include 9.5" radius, 21 narrow tall (6105) frets, Vintage Modified #2 wiring with tone-saver bleed, 5-way switch, 3-ply parchment pickguard, Custom Shop vintage synchronized tremolo, vintage-style tuning machines, bone nut, wing string tree with nylon spacer, deluxe hardshell case, strap and certificate of authenticity.

1967 Jazzmaster® - DLX Closet Classic (\$5,900.00 - \$6,050.00 USD, £5,699.00 -

£5,799.00 GBP, €6,499.00 - €6,699.00 EUR, \$9,399.00 - \$9,799.00 AUD, ¥990,000 JPY)

New for 2024, the Fender Custom Shop introduces the 1976 Jazzmaster® DLX Closet Classic. Available in artfully aged DLX Closet Classic lacquer in Vintage Blonde, Three-Color Sunburst and Aged Lake Placid Blue finishes over a two-piece select alder body (ash on Vintage Blonde) with a rift sawn maple neck and round-laminated rosewood fingerboard and poly pearloid block inlays bring this iconic offset to life. Loaded with a pair of Custom Shop hand-wound Vintage Jazzmaster® pickups and vintage wiring, the '67 Jazzmaster® delivers perfect crystalline, well-balanced tone with delicate highs, sweet mids and warm lows. The vintage-style "floating" tremolo and RSD Jazzmaster® bridge provides players with all the expressive control of vintage offsets, but with increased tuning stability and robust tone. Other premium features include '62-style "C" neck back-shape, 9.5" radius, 21 narrow tall (6105) frets, 3-way switch, 4-ply brown shell pickguard, vintage-style tuning machines, bone nut, wing string tree with nylon spacer, deluxe hardshell case, strap and certificate of authenticity.

1964 Jaguar® - Journeyman Relic® (\$5,575.00 USD, £5,299.00 GBP, €6,149.00 EUR,

\$8,799.00 AUD, ¥924,000 JPY) New for 2024, the Fender Custom Shop introduces the 1964

Jaguar® Journeyman Relic®—bringing the best of mid-'60s offsets into the spotlight.

Sporting Journeyman Relic® lacquer finishes in Faded Aged Burgundy Mist Metallic, Faded Aged Lake Placid Blue and Faded Aged Sherwood Green Metallic, and period-correct matching painted headcaps, the '64 Jaguar® looks and feels like it was cherished by musicians for the last six decades, used in countless sessions and out on the road. Featuring a rift sawn maple neck with '62-style "C" back-shape and a round-laminated rosewood fingerboard, this guitar is comfortable and easy to play. Equipped with a pair of Custom Shop '62 Jaguar® pickups and wiring, this short-scale powerhouse is full of crystal-clear tone rich with harmonics. Other premium features include 9.5" radius, 22 narrow tall (6105) frets, 3-ply mint green pickguard, vintage-style "floating" tremolo and RSD Jaguar® bridge, vintage-style tuning machines, bone nut, wing string tree with tall metal spacer, deluxe hardshell case, strap and certificate of authenticity.

Bass VI - DLX Closet Classic (\$5,950.00 USD, £5,699.00 GBP, €6,599.00 EUR, \$9,399.00

AUD, ¥1,001,000 JPY) New for 2024, the Fender Custom Shop introduces the Bass VI DLX

Closet Classic—a meticulously crafted tribute to Fender’s six-string basses from the 1960s. With DLX Closet Classic aging, this bass looks like a well-preserved 60-year-old instrument with moderate finish checking and lightly oxidized hardware. A trio of Custom Shop '62 Jaguar® pickups, vintage wiring and controls, along with classic finishes like Super Faded Aged Fiesta Red, Aged Firemist Silver and Aged Olympic White, the Bass VI evokes the best of this cult-fan-favorite. Other premium features include 2-piece select alder body, quartersawn maple neck with '60-style Oval "C" back-shape, flat-laminated rosewood fingerboard, 7.25" radius, 21 medium vintage (47095) frets, 3-ply mint green pickguard, vintage-style "floating" tremolo and bridge, vintage-style tuning machines, bone nut, wing string tree with tall metal spacer, deluxe hardshell case, strap and certificate of authenticity.

1954 Precision Bass® - Journeyman Relic® (\$5,025.00 USD, £4,799.00 GBP, €5,549.00 EUR, \$7,999.00 AUD, ¥814,000 JPY) New for 2024, the Fender Custom Shop introduces the 1954 Precision Bass® Journeyman Relic®. 70 years after its initial release, this bass is loaded with the looks, sound and feel of one of the most sought after mid-'50s P-Bass® models. With a Journeyman Relic® lacquer finish over a two-piece select ash body (available in Aged Two-Color Sunburst, Aged Vintage Blonde and Aged Black) and a one-piece quartersawn maple neck with '55 Soft "V" back-shape, the 1954 Precision Bass® looks like an instrument that has been well-cared-for over the last seven decades, with minimal use outside studio sessions and some playing around the house. Equipped with a Custom Shop hand-wound '55 P-Bass® pickup, there's no shortage of full, warm lows, focused mids and crisp highs. Other premium features include 7.25" radius, 20 medium vintage (47095) frets, vintage wiring, single-ply parchment pickguard, 2-saddle vintage-style bridge, vintage-style tuning machines, bone nut, disc string tree, deluxe hardshell case, strap and certificate of authenticity.

1958 Precision Bass® - Relic® (\$4,550.00 - \$4,675.00 USD, £4,399.00 - £4,499.00 GBP, €5,049.00 - €5,149.00 EUR, \$7,199.00 - \$7,699.00 AUD, ¥792,000 JPY) New for 2024, the Fender Custom Shop is introducing the 1958 Precision Bass® Relic®. After nearly seven decades since its original release, this pivotal transition model is widely celebrated. With all the classic specifications from a mid-to-late-'50s P-Bass®, this instrument feels like it was played at countless gigs—marred with spidery finish checking, oxidized hardware and dings, dents and scars. The two-piece select alder body (ash on Sunburst) and one-piece

quartersawn maple neck are dressed in a Relic® lacquer finish—available in three period-correct colors: Aged Desert Sand, Aged Sonic Blue and Super Faded Aged Chocolate Three-Color Sunburst. To round out the iconic, golden era features, the gold anodized pickguard is loaded with a Custom Shop hand-wound '57 P-Bass® pickup and vintage wiring. Other premium features include '57-style Soft "V" back-shape, 7.25" radius, 20 medium jumbo (6150) frets, vintage-style 4-saddle bridge with threaded steel saddles, vintage-style tuning machines, bone nut, disc string tree, deluxe hardshell case, strap and certificate of authenticity.

1966 Precision Bass® - Journeyman Relic® (\$4,675.00 - \$4,700.00 USD, £4,499.00 GBP, €5,149.00 - €5,199.00 EUR, \$7,399.00 - \$7,499.00 AUD, ¥797,500 JPY) New for 2024, the Fender Custom Shop introduces the 1966 Precision Bass® Journeyman Relic®. Few instruments are as iconic as a 1960s rosewood fingerboard-equipped P-Bass®--and this bass stands out from the crowd. Its two-piece select alder body wears a Journeyman Relic® lacquer finish in Super Faded Aged Lake Placid Blue, Aged Natural and Three-Color Sunburst, while the quartersawn maple neck features a 1960 Oval "C" back-shape and round-laminated rosewood fingerboard for perfect mid-'60s looks and feel. The Custom Shop hand-wound '65/'70 P-Bass® pickup and vintage wiring provide all the thump and warmth you would expect from a 1966 Precision Bass®. Other premium features include 7.25" radius, 20 medium jumbo (6150) frets, 4-ply brown shell pickguard (3-ply parchment on Lake Placid Blue), vintage-style 4-saddle bridge with threaded steel saddles, vintage-style tuning machines, bone nut, disc string tree, deluxe hardshell case, strap and certificate of authenticity.

1961 Jazz Bass® - Heavy Relic® (\$5,200.00 - \$5,350.00 USD, £5,099.00 GBP, €5,899.00 EUR, \$8,299.00-\$8,499.00 AUD, ¥858,000 - ¥880,000 JPY) New for 2024, the Fender Custom Shop introduces the 1961 Jazz Bass® Heavy Relic®. Over six decades after its initial release, this bass is loaded with appointments and vibe that transports players back to the early-'60s. The elegantly contoured two-piece select alder body wears a Heavy Relic® lacquer finish in Three-Color Sunburst, Super Faded Aged Shell Pink and Faded Aged Daphne Blue. This expertly aged treatment is designed to evoke decades of the most punishing play and touring—from serious dings and tents to discolored hardware, these Heavy Relic® basses look like true, battle-tested workhorses. The quartersawn maple neck

has a '60-style "U" back-shape, flat-laminated rosewood fingerboard and period-correct matching painted headstocks (Shell Pink and Daphne Blue only) for iconic golden era looks and feel. Other premium features include 7.25" radius, 20 medium vintage (47095) frets, Custom Shop hand-wound vintage Jazz Bass® pickups, vintage wiring with concentric volume and tone controls, 4-ply brown shell pickguard, vintage-style 4-saddle bridge with threaded steel saddles, vintage-style tuning machines, bone nut, disc string tree, deluxe hardshell case, strap and certificate of authenticity.

For images of the Time Machine™ Collection, click [HERE](#).

POSTMODERN

The reverently irreverent Custom Shop Postmodern guitars represent seven decades of "Fender firsts." Based simply on our own subjective view of what works best in a single instrument, they combine the best features of the past with modern materials and innovations. The player-friendly Postmoderns open the door to a wider range of individual musical expression and creativity with enhanced sonic and ergonomic features.

Postmodern Strat® - Journeyman Relic® with Closet Classic Hardware - Rosewood (\$5,050.00 USD, £4,899.00 GBP, €5,599.00 EUR, \$8,199.00 AUD, ¥759,000 JPY) The unique combination of appointments featured on the Postmodern Strat® Journeyman Relic® with Closet Classic hardware brings both vintage enthusiasts and modern players together. Tastefully crafted with a lively and resonant select ash thinline body, quartersawn maple neck with '60-style Oval "C" back-shape, round-laminated rosewood fingerboard and contoured heel, this Strat® is sure to stun players and audiences in its Journeyman Relic® lacquer finishes—available in Three-Color Sunburst, Aged White Blonde and Aged Natural. Loaded with a set of Custom Shop hand-wound Master Design "Bone-Tone" Strat® pickups, this instrument delivers all the clarity, sparkle and full-bodied tone players have come to expect from top-tier Stratocaster® guitars. Other premium features include 9.5" to 12" compound radius, 21 narrow tall (6105) frets, Vintage Modified #2 wiring with Tone-Saver Bleed and Greasebucket™ tone circuit, 5-way switch, 4-ply brown shell pickguard, Custom Shop vintage synchronized tremolo, vintage-style tuning machines, Dunlop Straplok strap buttons, bone nut, wing string tree with tall metal spacer, deluxe hardshell case, strap and certificate of authenticity.

Postmodern Strat® - Journeyman Relic® with Closet Classic Hardware - Maple

(\$5,075.00 USD, £4,899.00 GBP, €5,599.00 EUR, \$8,199.00 AUD, ¥759,000 JPY)

The unique combination of appointments featured on the Postmodern Strat® Journeyman Relic® with Closet Classic hardware brings both vintage enthusiasts and modern players together. Tastefully crafted with a lively and resonant select ash thinline body, quartersawn maple neck with '60-style Oval "C" back-shape, round-laminated quartersawn maple fingerboard and contoured heel, this Strat® is sure to stun players and audiences in its Journeyman Relic® lacquer finishes—available in Three-Color Sunburst, Natural Blonde and Burnt Copper. Loaded with a set of Custom Shop hand-wound Master Design "Bone-Tone" Strat® pickups, this instrument delivers all the clarity, sparkle and full-bodied tone players have come to expect from top-tier Stratocaster® guitars. Other premium features include 9.5" to 12" compound radius, 21 narrow tall (6105) frets, Vintage Modified #2 wiring with Tone-Saver Bleed and Greasebucket™ tone circuit, 5-way switch, 4-ply brown shell pickguard, Custom Shop vintage synchronized tremolo, vintage-style tuning machines, Dunlop Straplok strap buttons, bone nut, wing string tree with tall metal spacer, deluxe hardshell case, strap and certificate of authenticity.

Postmodern Tele® MN - Journeyman Relic® (\$4,975.00 - \$5,000.00 USD, £4,899.00 GBP, €5,599.00 EUR, \$7,999.00 AUD, ¥759,000 JPY)

The unique combination of appointments featured on the Postmodern Tele® Journeyman Relic® brings both vintage enthusiasts and modern players together. Expertly designed with a warm and resonant select ash thinline body, one-piece rift sawn maple neck with '57-style Soft "V" back-shape and contoured heel, this Tele® is sure to captivate players and audiences in its Journeyman Relic® lacquer finishes—available in Aged Butterscotch Blonde, Aged White Blonde and Aged Black. A pair of Custom Shop hand-wound Tomatillo Tele® pickups are at the heart of this instrument, providing beautifully well-balanced tone with a dose of twang and snap, while the Bigsby® B5 vibrato tailpiece and RSD J-Bridge offer expressive vibrato and timeless style. Other premium features include 9.5" radius, 21 narrow tall (6105) frets, Fat '50s Tele® wiring, 3-way switch, single-ply Cabro-style black phenolic pickguard (parchment on black), vintage-style tuning machines, bone nut, wing string tree, deluxe hardshell case, strap, and certificate of authenticity.

For images of the Postmodern Collection, click [HERE](#).

AMERICAN CUSTOM

The American Custom is the Fender of modern times-and then some. With Striking finishes combined with contemporary features and detailed craftsmanship, new American Custom Telecaster and Stratocaster models are not only beautiful to behold, but also highly functional in a pure Fender fashion.

American Custom Strat® - NOS - Rosewood (\$4,625.00 USD, £4,599.00 GBP, €5,249.00 EUR, \$7,299.00 AUD, ¥712,800 JPY) With striking finishes and contemporary features, the American Custom Stratocaster® NOS is not only beautiful, but it represents the best in player-friendly specifications and Fender style. Meticulously crafted with a two-piece select ash body, 2A roasted birdseye maple neck and flat-laminated rosewood fingerboard—finished in NOS lacquer—this Strat® is the quintessential modern-facing Custom Shop instrument. From Custom Shop hand-wound Dual-Mag pickups to Fat '50s 1/2 Blender Strat® wiring and Custom Shop vintage synchronized tremolo, every detail of this guitar was chosen to highlight its tonal qualities and enhance its performance. Vintage Blonde and Three-Color Sunburst finishes are paired with a black anodized aluminum pickguards and gold hardware to create breathtaking instruments with timeless aesthetics. Other premium features include '59-style "D" back-shape, contoured heel, 9.5" to 12" compound radius, 21 jumbo (6100) frets, 5-way switch, vintage-style tuning machines with white pearloid buttons, bone nut, wing string tree with tall metal spacer, deluxe hardshell case, strap and certificate of authenticity.

American Custom Strat® - NOS - Maple (\$4,575.00 USD, £4,599.00 GBP, €5,249.00 EUR, \$7,299.00 AUD, ¥712,800 JPY) With striking finishes and contemporary features, the American Custom Stratocaster® NOS is not only beautiful, but it represents the best in player-friendly specifications and Fender style. Meticulously crafted with a two-piece select ash body and one-piece 2A roasted birdseye maple neck—finished in NOS lacquer—this Strat® is the quintessential modern-facing Custom Shop instrument. From Custom Shop hand-wound Dual-Mag pickups to Fat '50s 1/2 Blender Strat® wiring and Custom Shop vintage synchronized tremolo, every detail of this guitar was chosen to highlight its tonal qualities and enhance its performance. Aged White Blonde and Wide-Fade Chocolate Two-Color Sunburst finishes are paired with a black anodized aluminum pickguards and gold hardware to create breathtaking instruments with timeless aesthetics. Other premium

features include '54-style Soft "V" back-shape, contoured heel, 9.5" to 12" compound radius, 21 jumbo (6100) frets, 5-way switch, vintage-style tuning machines with white pearloid buttons, bone nut, wing string tree with tall metal spacer, deluxe hardshell case, strap and certificate of authenticity.

American Custom Tele® - NOS, (\$4,225.00 USD, £4,099.00 GBP, €4,699.00 EUR, \$6,799.00 AUD, ¥712,800 JPY) With striking finishes and contemporary features, the American Custom Telecaster® NOS is not only beautiful, but it represents the best in player-friendly specifications and Fender style. Meticulously crafted with a two-piece select ash body (with offset seam) and one-piece 3A roasted flame maple neck—finished in NOS lacquer—this Tele® is the pinnacle of modern-facing Custom Shop instruments. From Custom Shop hand-wound Loaded Nocaster® pickups to Fat '50s Tele® wiring, every detail of this guitar was chosen to highlight its tonal qualities and enhance its performance. Sapphire Blue Transparent and Honey Blonde finishes are paired with a black anodized aluminum pickguards to create stunning instruments with unrivaled aesthetics. Other premium features include '57-style Soft "V" back-shape, contoured heel, 9.5" to 12" compound radius, 21 jumbo (6100) frets, 3-way switch, '51 Nocaster® bridge with compensated RSD brass saddles, vintage-style tuning machines with white pearloid buttons, bone nut, disc string tree, deluxe hardshell case, strap and certificate of authenticity.

For images of the American Custom, click [HERE](#).

ARTISAN

Pushing the envelope in the name of art, the Fender Custom Shop Artisan series remains true to its roots. Built on tried-and-true vintage platforms, these custom-built masterpieces are crafted from select exotic tone woods and then outfitted with special appointments and features that subtly enhance playability. Every Artisan series instrument is a beauty to behold—the culmination of sonic perfection, passion and purity of design—with authentic Fender spirit at the core.

Artisan Maple Burl Jazz Bass® - NOS (\$5,100.00 USD, £4,899.00 GBP, €5,649.00 EUR, \$8,199.00 AUD, ¥858,000 JPY) Combining beautiful and exotic tone woods, the Artisan

Maple Burl Jazz Bass® NOS showcases the high-level craftsmanship of the Fender Custom Shop—seamlessly merging Fender heritage with showstopping appointments. Finished in Aged Natural NOS lacquer, the two-piece select ash body (with offset seam) is paired with an incredible 4A maple burl top, and to round out this perfect union of woods, a 3A roasted flame maple neck is topped with a round-laminated rosewood fingerboard. Loaded with a pair of Custom Shop hand-wound vintage Jazz Bass® pickups and vintage wiring, the bass' warm, well-balanced tone is familiar, but with added punch and snap from the unique combination of woods. An RSD HiMass™ bridge and a set of vintage-style oval paddle tuning machines add high performance functionality with timeless visual cues. Other premium features include '60-style "U" back-shape, 9.5" radius, 20 medium jumbo (6150) frets, 4-ply brown shell pickguard, bone nut, disc string tree, deluxe hardshell case, strap and certificate of authenticity.

For images of the Artisan Collection, click [HERE](#).

VINTAGE CUSTOM

Fender Custom Shop Vintage Custom series instruments represent early, almost prototypical, transitional and “first rev” versions of classic Fender models before they were refined into their present-day form. Featuring a few subtle modifications for enhanced playability and tone, some models incorporate prototypical features that barely saw the light of day while others have rarely seen transitional parts combinations that may have been used during the instrument's development.

All of the Vintage Custom models feature our “Time Capsule” aging package. Combining our original “No Buff” NOS Flash Coat Lacquer finish with Closet Classic hardware, the Time Capsule package grants these instruments the charming appearance, authentic sound and genuine mojo of an extremely lucky vintage find.

Vintage Custom 1959 Strat® - TCP (\$4,175.00 USD, £3,999.00 GBP, €4,599.00 EUR, \$6,999.00 AUD, ¥726,000 JPY) 1959 was a pivotal year in the annals of Stratocaster® history. It was the first year that modern features, such as rosewood fingerboards and the now-iconic 3-Color Sunburst finish made their initial appearance. The Vintage Custom 1959 Stratocaster® sports both a flat-laminated rosewood fingerboard and your choice of

Chocolate Three-Color Sunburst, Faded Aged Sonic Blue or Fiesta Red finishes, as well as some other cool and rare features from the Stratocaster's formative years. The flash-coat lacquer finish lets the guitar breathe more freely and organically for singing sustain and warm tone. The neck features a vintage 7.25"-9.5" compound radius, which we found on some rare examples, giving it a unique feel even among vintage-inspired models. It also features medium vintage frets, which are slightly larger than regular vintage and very comfortable to play. Other features found on this guitar include a 2-piece select alder body, tinted rift-sawn maple neck with '59 "C"-shaped neck profile, 21 medium vintage frets, Custom Shop hand-wound '59 Strat® single-coil pickups, 5-way switch, vintage wiring, 3-ply mint green nitrocellulose pickguard, American Vintage synchronized tremolo bridge, bone nut, wing string tree and vintage-style tuning machines. The Vintage Custom 1959 Stratocaster® is the legendary guitar you know and love infused with '59 mojo. Includes a deluxe hardshell case, strap and Certificate of Authenticity.

For images of the Vintage Custom Collection, click [HERE](#).

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ABOUT FENDER CUSTOM SHOP™:

Since 1987, the Fender Custom Shop and its esteemed builders have astounded players and collectors worldwide with marvels of creativity, ingenuity and artistry. From its humble Southern California beginnings, the Fender Custom Shop has grown to become the world's preeminent maker of highly collectible, custom instruments operating in Corona, Calif. Known as the "Dream Factory," the Fender Custom Shop is also home to an honored group known as the Master Builders – some of the most-skilled luthiers in the world – who craft Fender's legendary instruments and push the boundaries of possibility. The distinguished Master Builders make dream guitars a reality for players – from Eric Clapton, Jeff Beck, H.E.R. and Jimmy Page to collectors, working professionals and guitar enthusiasts. As the epicenter of innovation at Fender and the pinnacle of the brand, ideas and production techniques devised in the Fender Custom Shop for both Masterbuilt and Teambuilt guitars go on to inspire and influence Fender's other production line models.

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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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<https://fender.pr.co/270331-fender-musical-instruments-corporation-announces-2024-custom-collection-from-the-fender-custom-shop/>