



FENDER UNVEILS NEXT EVOLUTION OF ITS FLAGSHIP AMERICAN PROFESSIONAL SERIES

A Centerpiece of The One. For All., the Refreshed Series Brings Player-Driven Innovation to the Stratocaster, Telecaster, Jazzmaster, Jaguar, Precision Bass and Jazz Bass

HOLLYWOOD, Calif. (October 13, 2026) — Fender Musical Instruments Corporation (FMIC) today announced the next evolution of American Professional, its flagship series of electric guitars and basses. Built around some of the most recognizable shapes in music - including the Stratocaster®, Stratocaster® HSS, Telecaster®, Hotshot™ Telecaster®, Jazzmaster®, Jaguar®, Precision Bass®, Precision Bass® V, Jazz Bass® and Jazz Bass® V - the refreshed series brings new player-focused design and performance upgrades to instruments that continue to shape how music is played and performed today.

Fender was built on original ideas - instruments designed from scratch that changed what music could sound like. Eight decades later, that commitment to original design, innovation and craftsmanship continues to shape how Fender builds, with American Professional representing the latest expression of that philosophy.

These are not interchangeable instruments. For generations, Fender's most iconic designs have carried distinct identities - shaped by their sound, feel and the artists who make them

their own. From Strat players to Tele devotees, each has its own personality and fiercely loyal following across generations and creative communities.

The refreshed American Professional series honors that identity while continuing to evolve for the way musicians play today. Every update is rooted in the people who build the instruments, the experimentation behind their development and the player insight that helps Fender determine what to preserve, what to refine and what to rethink.

"You don't evolve an instrument like the Strat or Tele by changing things just to make them new," said Justin Norvell, Fender Chief Product Officer, Guitars and Basses. "We balance modern, useful improvements with the familiarity of what has made them iconic. In the same spirit as Leo Fender, we create tools for musicians by listening to what they need. We start with the players—how they're playing today, what they're asking for and where there's an opportunity to make the experience better. We put that insight in the hands of the designers, engineers and builders who know these instruments inside and out. American Professional is the result of that process: continuing to invest in original design, experimentation and craftsmanship while being thoughtful about what makes these instruments iconic in the first place."

Built For Today's Players

Handcrafted in Corona, California, the refreshed American Professional series lineup includes the Stratocaster®, Stratocaster® HSS, Telecaster®, Hotshot™ Telecaster®, Jazzmaster®, Jaguar®, Precision Bass®, Precision Bass® V, Jazz Bass® and Jazz Bass® V and introduces updates across the range designed to refine how these guitars and basses feel in the hand, respond under the fingers and hold up night after night, while preserving the character and identity that define each instrument.

Highlights of the new American Professional series include:

- **New V-Mod III pickups:** Custom-voiced for balanced output, string to string note clarity, and a unique touch sensitivity. New V-Mod III single-coils in the Stratocaster, Telecaster, Jaguar and Jazzmaster, a redesigned V-Mod III Humbucking bridge pickup in the Stratocaster HSS for more push out of the bridge position, new Jazz Bass V-Mod III pickups and a new V-Mod III split-coil in the Precision Bass.

- **Redesigned bridges:** Built for improved resonance and sustain, enhanced comfort, and solid stability. ClassicGear Radial bent steel saddles sit comfortably under the palm on the Stratocaster, the Telecaster runs a top-load or string-through bridge with ClassicGear™ compensated brass bullet saddles, the Jaguar and Jazzmaster pair a ClassicGear™ J-Bridge™ with a Panorama® tremolo for the full range of expressive vibrato, and both basses get a redesigned HiMass™ Modern Bridge for added resonance and sustain.
- **Advanced electronics:** ClassicGear™ Precision™ Potentiometers offer improved taper and ideal tension while Push-Push tone controls on every guitar put extra voices one click away.
- Necks that feel played in: A Deep “C” on the guitars, a Medium “C” on the Precision Bass and a Slim “C” on the Jazz Bass, every one with rolled edges that let the fretting hand move freely across the fingerboard.
- **Left-handed models coming Spring 2027:** Fender will expand the American Professional Series with left-handed versions of the Stratocaster, Telecaster, Precision Bass and Jazz Bass.

“There are incredibly talented designers, engineers and builders behind every one of these instruments,” said Edward “Bud” Cole, CEO of Fender. “They listen to players, test ideas and work through the details to make meaningful improvements for players. The American Professional series reflects that combination of player insight, experimentation and craftsmanship as we continue to push ourselves to make great instruments even better.”

The One. For All.

American Professional serves as a centerpiece of The One. For All., Fender's broader campaign celebrating the artists, music and communities that continue to shape what Fender's iconic instruments become. Featuring [Dinosaur Jr.](#), Mike Kinsella of [American Football](#), [They Are Gutting a Body of Water](#), Lindsey Jordan of [Snail Mail](#), [Steve Gunn](#), [Marc Ribot's Ceramic Dog](#), and [Thurston Moore](#) Group, the campaign brings together artists across generations and genres whose distinct sounds and creative approaches reflect the many possibilities within Fender's most recognizable designs.

Last month, Fender and Dinosaur Jr. brought that idea to life with *The One. For New York.*, a series of intimate performances across New York City celebrating the artists,

neighborhoods and communities that continue to shape music today. Go behind the scenes and watch the full film of *The One. For New York.* on Wednesday October 14th exclusively on [Fender.com](https://www.fender.com).

"New York was the first place we came where we had any fans or acceptance. We just kind of gravitated towards New York," said J Mascis. "Starting a band I decided I wanted a Fender...I went to buy a Strat but they had a Jaguar for \$200 and Jazzmaster for \$300. The neck felt better on the Jazzmaster, it was worn in like a baseball bat so I just went for the Jazzmaster."

The One. For New York. is the first of several city-focused chapters of *The One. For All.*, with *The One. For London.*, *The One. For Tokyo.*, *The One. For Shanghai.*, and *The One. For Sydney.* planned for later this year and 2027. Each will celebrate the artists, venues and communities that make a city's music culture its own — and the people who continue to shape what comes next.

An Icon Is Only An Icon If People Keep Making It Their Own

At a time when music is created and shared in more ways than ever, the connection between a musician and their instrument remains deeply personal. Technology has opened up new paths into creativity, giving more people the ability to write, record and produce on their own terms, while a renewed appreciation for analog experiences is bringing the physical process of making something back into focus. For musicians, that can mean picking up an instrument, feeling its response and developing a sound through the hands-on process of playing.

That physical connection has long been at the heart of Fender's most recognizable instruments. From stages and studios to bedrooms and rehearsal spaces, they continue to be picked up by musicians developing their sound and finding new ways to express themselves.

The new American Professional series builds on that enduring relevance, bringing player-driven innovation to Fender's most iconic electric guitars and basses for the way musicians create today. The series reflects Fender's continued investment in evolving its original

designs while preserving the character, feel and identity that have made them enduring favorites.

High-resolution lifestyle and product images can be found [HERE](#).

For 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 on all social platforms.

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AMERICAN PROFESSIONAL STRATOCASTER® (MSRP: \$1,799.99 - \$1,949.99 USD, £1,849 - £1,899 GBP, €2,199 - €2,249 EUR, \$3,049 - \$3,249 AUD, ¥302,500 - ¥319,000 JPY) Built on more than 70 years of innovation and evolution, the American Professional Stratocaster® brings Fender's iconic workhorse into a new era, refined for today's working player. The latest generation features a comfortable Deep "C" neck and V-Mod III Stratocaster pickups for enhanced articulation while retaining the bell-like chime and warmth that define the Stratocaster. An upgraded 2-point tremolo delivers increased sustain and clarity, while ClassicGear™ Precision™ Potentiometers and Radial™ bent-steel saddles provide smooth control and effortless setup. The result is a Stratocaster that feels instantly familiar while delivering greater versatility, comfort and reliability for professional players. Deluxe molded case included. Finish options include Aged Cherry Burst, Oxblood, Black, 3-Color Sunburst, Natural, Dark Night and Olympic white in Maple Fingerboard as well as Olympic White, Oxblood, Dark Night, 3-Color Sunburst and Black in Rosewood Fingerboard.

AMERICAN PROFESSIONAL STRATOCASTER® HSS (MSRP: \$1,849.99 - \$1,999.99 USD, £1,899 - £1,949 GBP, €2,249 - €2,299 EUR, \$3,149 - \$3,349 AUD, ¥308,000 - ¥324,500 JPY) Built on more than 70 years of innovation, inspiration and evolution, the American Professional Stratocaster® HSS brings Fender's iconic workhorse into a new era, refined for today's working player. The latest generation features a comfortable Deep "C" neck and V-Mod III Stratocaster pickups for enhanced articulation while retaining the bell-like chime and warmth that define the Stratocaster. A V-Mod III humbucker adds punch and calibrated single-coil tones, while an upgraded 2-point tremolo delivers greater sustain and clarity. ClassicGear™ Precision™ Potentiometers and Radial™ bent-steel saddles provide smooth

control and effortless setup. The result is a Stratocaster that feels instantly familiar while delivering greater tonal versatility, comfort and reliability for professional players. Deluxe molded case included. Finish options include Olympic White, Black, 3-Color Sunburst in Maple Fingerboard as well as Dark Night, Aged Cherry Burst, 3-Color Sunburst, Oxblood and Olympic White in Rosewood Fingerboard.

AMERICAN PROFESSIONAL HOTSHOT™ TELECASTER® (MSRP: \$1,849.99 - \$1,999.99 USD, £1,899 - £1,949 GBP, €2,249 - €2,299 EUR, \$3,149 - \$3,349 AUD, ¥308,000 - ¥324,500 JPY) Built on more than 70 years of innovation, inspiration and evolution, the American Professional HotShot™ Telecaster® brings Fender's iconic workhorse into a new era, refined for today's working player. The latest generation features a comfortable Deep "C" neck, newly sculpted heel and V-Mod III Telecaster pickups for enhanced articulation while retaining the twang, snap and snarl that define the Tele. A V-Mod III Stratocaster pickup in the middle position and 5-way switching expand its tonal range, while ClassicGear™ Precision™ Potentiometers deliver smooth, reliable control. The result is a Telecaster that feels instantly familiar while offering greater tonal versatility for professional players. Deluxe molded case included. Finish options include 3-Color Sunburst, Oxblood, and Dark Night in Rosewood fingerboard as well as Aged Cherry Burst and Butterscotch Blonde in Mapleboard Fingerboard.

AMERICAN PROFESSIONAL TELECASTER® (MSRP: \$1,799.99 - \$1,949.99 USD, £1,849 - £1,899 GBP, €2,199 - €2,249 EUR, \$3,049 - \$3,249 AUD, ¥302,500 - ¥319,000 JPY) Built on more than 70 years of innovation and evolution, the American Professional Telecaster® brings Fender's iconic workhorse into a new era, with refinements designed for today's working player. The latest generation features a comfortable Deep "C" neck, newly sculpted heel, and V-Mod III Telecaster pickups for enhanced articulation while retaining the twang, snap and snarl that define the Tele. A new top-load/string-through bridge offers greater setup flexibility, while ClassicGear™ Precision™ Potentiometers deliver smooth, reliable control. The result is a Telecaster that feels instantly familiar while setting a new standard for professional performance. Deluxe molded case included. Finish options include Natural, Butterscotch Blonde, Oxblood, 3-Color Sunburst, Aged Cherry Burst and Black in Maple Fingerboard, as well as 3-Color Sunburst, Black, Oxblood, Natural and Dark Night in Rosewood Fingerboard.

AMERICAN PROFESSIONAL JAGUAR® (MSRP: \$1,949.99 USD, £1,949 GBP, €2,299 EUR, \$3,299 AUD, ¥319,000 JPY) Built on more than 60 years of innovation and evolution, the American Professional Jaguar® brings Fender's iconic offset into a new era, refined for today's working player. The latest generation features a comfortable Deep "C" neck, 24" short scale and V-Mod III Jaguar pickups for enhanced articulation while retaining the sparkle and chime that define the Jaguar. A tap function on the bridge pickup expands its tonal range, while the Rhythm Circuit and Panorama® Tremolo system unlock even more expressive possibilities. The result is a Jaguar that feels instantly familiar while delivering greater versatility, comfort and control for professional players. Deluxe molded case included. Finish options include Oxblood, Dark Night, Black, 3 Color-Sunburst, and Olympic White in Rosewood Fingerboard.

AMERICAN PROFESSIONAL JAZZMASTER® (MSRP: \$1,899.99 USD, £1,949 GBP, €2,299 EUR, \$3,249 AUD, ¥313,500 JPY) Built on more than 60 years of innovation and evolution, the American Professional Jazzmaster® brings Fender's iconic offset into a new era, refined for today's working player. The latest generation features a comfortable Deep "C" neck and V-Mod III Jazzmaster pickups for enhanced articulation while retaining the sparkle and chime that define the Jazzmaster. A tap function expands the bridge pickup's tonal range, while the Rhythm Circuit and Panorama® Tremolo system offer even more expressive control. The result is a Jazzmaster that feels instantly familiar while delivering greater versatility, comfort and control for professional players. Deluxe molded case included. Finish options include Black, Olympic White, Oxblood, 3-Color Sunburst, and Dark Night in Rosewood Fingerboard.

THE AMERICAN PROFESSIONAL JAZZ BASS® (MSRP: \$1,899.99 - \$2,049.99 USD, £1,949 - £1,999 GBP, €2,299 - €2,349 EUR, \$3,249 - \$3,449 AUD, ¥313,500 - ¥330,000 JPY) Built on more than 60 years of innovation and evolution, the American Professional Jazz Bass® brings Fender's iconic bass into a new era, refined for today's working player. The latest generation features a comfortable Slim "C" neck and **V-Mod III Jazz Bass pickups** for enhanced articulation while retaining the punch and clarity that define the Jazz Bass. ClassicGear™ Precision™ Potentiometers provide smooth, reliable control for effortless performance. The result is a Jazz Bass that feels instantly familiar while delivering greater comfort, versatility and reliability for professional players. Deluxe molded case included.

Finish options include Aged Cherry Burst, 3-Color Sunburst, Natural and Olympic White in Maple Fingerboard as well as 3-Color Sunburst, Dark Night, Oxblood and Olympic White in Rosewood Fingerboard.

AMERICAN PROFESSIONAL JAZZ BASS® V (MSRP: \$1,999.99 USD, £2,049 GBP, €2,399 EUR, \$3,449 AUD, ¥324,500 JPY) Built on more than 60 years of innovation and evolution, the American Professional Jazz Bass® V brings Fender's iconic five-string bass into a new era, refined for today's working player. The latest generation features a comfortable Slim "C" neck and V-Mod III Jazz Bass V pickups for enhanced articulation while retaining the punch and clarity that define the Jazz Bass. ClassicGear™ Precision™ Potentiometers provide smooth, reliable control for effortless performance. The result is a Jazz Bass V that feels instantly familiar while delivering greater comfort, versatility and reliability for professional players. Deluxe molded case included. Finish options include Oxblood in Maple Fingerboard as well as Olympic White and 3-Color Sunburst in Rosewood Fingerboard.

AMERICAN PROFESSIONAL PRECISION BASS® (MSRP: \$1,999.99 USD, £1,949 GBP, €2,299 EUR, \$3,149 - \$3,399 AUD, ¥308,000 - ¥324,500 JPY) Built on more than 70 years of innovation, inspiration and evolution, the American Professional Precision Bass® brings Fender's iconic bass into a new era, refined for today's working player. The latest generation features a comfortable Medium "C" neck and V-Mod III Precision Bass pickup for enhanced articulation while retaining the punch and growl that define the P Bass. ClassicGear™ Precision™ Potentiometers provide smooth, reliable control for effortless performance. The result is a Precision Bass that feels instantly familiar while delivering greater comfort, clarity and reliability for professional players. Deluxe molded case included. Finish options include Aged Cherry Burst, Olympic White, Natural and 3-Color Sunburst in Maple Fingerboard as well as 3-Color Sunburst, Dark Night, Oxblood, and Olympic White in Rosewood Fingerboard.

AMERICAN PROFESSIONAL PRECISION BASS® V (MSRP: \$1,949.99 USD, £2,049 GBP, €2,399 EUR, \$3,349 AUD, ¥319,000 JPY) Built on more than 70 years of innovation, inspiration and evolution, the American Professional Precision Bass® V brings Fender's iconic five-string bass into a new era, refined for today's working player. The latest generation features a comfortable Medium "C" neck and V-Mod III Precision Bass V pickup

for enhanced articulation while retaining the punch and growl that define the P Bass. ClassicGear™ Precision™ Potentiometers provide smooth, reliable control for effortless performance. The result is a Precision Bass V that feels instantly familiar while delivering greater comfort, clarity and reliability for professional players. Deluxe molded case included. Finish options include 3-Color Sunburst in Maple Fingerboard as well as Dark Night and Olympic White in Rosewood Fingerboard.

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ABOUT FENDER

Fender has been at the center of music and culture since 1946. As the world's leading guitar, bass and amplifier brand, Fender has shaped the sound of modern music, creating instruments that have become part of defining moments in music and culture. Today, Fender Musical Instruments Corporation (FMIC) designs, manufactures and delivers instruments, amplifiers, effects, accessories, pro audio and digital products and experiences for players around the world. FMIC's portfolio of owned and licensed brands includes Fender®, Squier®, Fender Custom Shop, Fender Studio®, Jackson®, Gretsch® guitars, EVH®, Charvel®, Bigsby® and PreSonus®. Guided by a player-centric approach, Fender continues to combine craftsmanship, innovation and technology to support musicians throughout their creative journey — from learning and playing to performing, recording and creating. For more information visit, www.fender.com.

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