



FENDER EXPANDS GUITAR INNOVATION WITH AMERICAN ACOUSTASONIC® STRATOCASTER®

**CONTINUING THE COMMITMENT TO INSPIRE AND ELEVATE
PLAYERS, THE NEW MODEL PROVIDES AN UNDENIABLE STRAT®
EXPERIENCE ON AND OFF THE STAGE**

HOLLYWOOD, CALIF. (March 3, 2020)— Fender Musical Instruments Corporation (FMIC) today celebrates the official launch of the newest model in the American Acoustasonic® Series, the American Acoustasonic Stratocaster. Originally previewed at Winter NAMM 2020, this Strat is a continuation of the platform that the Telecaster started, giving players a new set of sonics and the undeniable Strat playing experience. This all-new model is inspired by its sister Telecaster platform, but also moves the series forward with creative options in new design and technology. Already being used across many genres by artists – such as Rob "Freaky Rob" Gueringer, Billy Strings, Lindsay Ell, Kenny Wayne Shepherd, Molly Tuttle, Brandon Walters, Striking Matches, Naia Izumi, Carmen Vandenberg, Jose

Rios and MIYAVI – Fender showcases what these guitars and remarkable artists can do together.

Building off of the highly successful Acoustasonic Telecaster® released at Winter NAMM 2019, the American Acoustasonic Stratocaster (\$1,999.99) features all-new tonewoods and voices with even more electric possibilities. Along with three unique electric voices on the selector switch, the Acoustasonic Stratocaster also adds all-new acoustic options, including short scale and concert body with a slotted headstock. To showcase the differences between the two models, Fender invited two acclaimed guitarists and performers, country music picker Daniel Donato and guitarist, singer and blues-rocker Tyler Bryant, to go head to head in a guitar-playing shootout.

“We are proud to continue expanding our most sonically innovative platform with the American Acoustasonic Stratocaster,” said Billy Martinez, Fender VP Category Manager, Acoustic Division. “Following in the footsteps of what Fender accomplished over 70 years ago, it was a natural and authentic progression for us to start with the Telecaster model and then offer a Stratocaster counterpart with its own unique voices. We can’t wait to see what musicians, both Strat enthusiasts and acoustic fans, will achieve in their creative process with this new range of voices the Acoustasonic Stratocaster unlocks.”

Designed with a fully hollow body and Fender’s patented Stringed Instrument Resonance System (SIRS), the American Acoustasonic Stratocaster offers a new sonic experience that is naturally loud and resonant both on and off stage. This hybrid guitar features an Acoustasonic Noiseless™ magnetic pickup that delivers a unique set of Stratocaster-inspired voicings and hum-free Fender electric tone, that can be played solo or blended with an acoustic voice to create new sounds. The Fender and Fishman®-designed Acoustic Engine powers the Acoustasonic Stratocaster and provides a new body style and tone wood combinations that enable musicians to curate an all-new collection of acoustic and electric voices. This contemporary guitar also features a mahogany Stratocaster neck with an ebony fingerboard and thinline body that makes it both comfortable and easy to play.

“We’ve removed the obstacles associated with playing an acoustic guitar, giving players those same sounds with an electric neck and comfortable thin line acoustic body – all in a

familiar Strat body shape,” Martinez added. “At the same time, this guitar still gives you all the tonal options you would get in a Dreadnought, concert or auditorium acoustic guitar.”

Highlights include:

● Acoustic Body

- The fully hollow Stratocaster-inspired body is naturally loud and resonant with plenty of projection, meaning the guitar sounds as great on your lap as it does live on stage.

● Acoustasonic Enhancer

- Installed under the bridge, the Acoustasonic Enhancer listens exclusively to the soundboard to support more percussive playing styles.

● Fender Acoustasonic Noiseless

- Designed for authentic hum-free Fender electric tone, this magnetic pickup can be played solo or blended with an acoustic voice to create new sounds.

● Body Contours

- For comfort and the ultimate Stratocaster experience, the newest addition to the Acoustasonic Series features an integrated forearm contour and Fender’s signature Strat belly cut.

● Fishman Under-Saddle Transducer

- The acoustic tone begins with Fishman’s highly-acclaimed Matrix Narrow pickup.

● Stringed Instrument Resonance System

- SIRS controls airflow to deliver a naturally loud, resonant voice with lively harmonics. That means the guitar sounds as great on your lap as it does live on stage.

● New Voicings

- The Fender and Fishman®-designed Acoustic Engine powers the Acoustasonic Stratocaster, offering a unique set of acoustic voices plus Strat-inspired electric lead and rhythm tones.

■ Position 5: Core Acoustics

- A: Sitka Spruce/Mahogany Dreadnought
- B: Sitka Spruce/Rosewood Concert with Slotted Headstock

■ Position 4: Alternative Acoustics

- A: Sitka Spruce/Walnut Small-Body Short Scale
- B: Sitka Spruce/Mahogany Americana Dreadnought

■ Position 3: Percussion & Enhanced Harmonics

- A: Sitka Spruce/Rosewood Auditorium
- B: Adds body pickup to the above voice

■ Position 2: Acoustic & Electric Blend

- A: Engelmann Spruce/Rosewood Dreadnought
- B: Fender Electric Clean

■ Position 1: Electric

- A: Fender Electric Fat/Semi-Clean
- B: Fender Electric Dirty

● **Made in Corona, Calif.**

- This state-of-the-art guitar is crafted in Corona, Calif., at the same factory as our iconic electric instruments.

● **Unique Colors and Finishes**

- The American Acoustasonic Stratocaster comes in Natural, Black, 3-Tone Sunburst, Transparent Sonic Blue, and Dakota Red.

High-resolution artist, lifestyle and product images of the American Acoustasonic Stratocaster can be found [here](#); full product descriptions and specifications [here](#). To view a video of the American Acoustasonic Stratocaster, click [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.

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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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