



FENDER® TONE MASTER® SERIES DELIVERS AUTHENTIC TUBE AMP SOUND, BRINGS ICONIC FENDER AMPS INTO DIGITAL DOMAIN

**INTRODUCES REFRESHED CHAMPION 100XL WITH EDGIER SOUND,
BLACK-ON-BLACK AESTHETIC AT SUMMER NAMM 2019**

HOLLYWOOD, Calif. (July 18, 2019)—Fender Musical Instruments Corporation (FMIC) today announced expanded amp offerings debuting at Summer NAMM 2019 in Nashville, Tenn.; they include the Tone Master Series – the brand’s most-innovative digital amp designs to-date – as well as a refreshed Champion 100XL with more aggressive tone and sleek black-on-black design.

Tone Master Series models definitively establish what a classic Fender amplifier is supposed to sound like in the digital domain, authentically capturing the iconic Deluxe Reverb® and Twin Reverb® tube amp sound. While the Tone Master Deluxe Reverb and Twin Reverb models have all of the amazing tonal perfection of their tube counterparts, they are half the weight, and are completely modern, next-generation versions with the features today’s players need for on-stage performances and recording.

"It's an ambitious goal to create a perfect replication of the most revered tube amps in history," said Max Gutnik, Vice President of Electric Guitars, Basses and Amplifiers at Fender. "It required immense expertise, processing power, innovative thinking and thousands of hours of critical listening. Tone Master amps are as good as the originals. The tone, feel, responsiveness and character are virtually indistinguishable from their tube counterparts. They look the same, they sound the same and they feel the same. We're very excited for people to hear and feel these incredible amps for themselves." For detailed product/spec descriptions, click [here](#). Product images can be accessed [here](#).

Also joining the 2019 Fender amplifier's lineup at Summer NAMM is the Champion 100XL. Designed for players who want an easy-to-use amp packed with unbeatable performance and features, the Champion 100XL contains a wide selection of amp models and effects. "Customers liked the enhanced features, sound quality and appearance of the Champion 50XL so much, we wanted to give the Champion 100XL the same aggressive sound, with 'black-on-black' cosmetics and Celestion® Midnight 60 speakers, without sacrificing the flexibility or ease of use Champion owners love," Gutnik said.

The amp also features "stompbox" effects, adding flexibility to the 16 amp tones covering everything from pristine clean to full-on metal distortion. Additionally, 16 classic effects, ranging from reverb and delay to Fender's own Vibratone, provide players the perfect platform for sonic experimentation. To top it off, the Champion 100XL incorporates two 12" Celestion "Midnight 60" speakers that add tonal fullness, increased output and expressiveness to this versatile amplifier. For Champion 100XL product descriptions, click [here](#); and product images, click [here](#).

Fender's new amp additions for Summer NAMM include:

- Tone Master Twin Reverb® - **\$999.99 (Launching September 2019)**
- Tone Master Deluxe Reverb® - **\$899.99 (Launching September 2019)**
- Champion™ 100XL - **\$449.99 (Launching October 2019)**

Fender's new amp offerings will be available at local dealers and on www.Fender.com.

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

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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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