November 4 2026, 06:00 (PST)

Loog® And Fender® Celebrate 75 Years Of The Precision Bass® And Telecaster® With New Instruments For Kids

Collaboration Introduces Loog's First Bass And New Butterscotch Blonde Telecaster® Bringing Fender Classics To A New Generation Of Players

NEW YORK, **NY (November 4, 2026)** — Children's instrument brand Loog® and Fender Musical Instruments Corporation (FMIC), today announce two new additions to the Fender x Loog collection: the Fender® x Loog® Precision Bass®, marking Loog's first-ever bass, and the Fender® x Loog® Telecaster® in a new Butterscotch Blonde finish.

Created to celebrate the 75th anniversaries of the Fender Precision Bass and Telecaster, the two new instruments reimagine some of Fender's most influential designs for a new generation of players. Each combines Fender's unmistakable style with Loog's award-winning learning system, making it fun and approachable for kids and beginners to discover the joy of playing music. The two anniversary models join the existing collection featuring Fender x Loog Stratocaster® and Telecaster guitars, expanding a collaboration built around a shared goal: helping more children play, learn and fall in love with music.

"Launching Loog's first bass alongside the 75th anniversary of the Precision Bass is especially meaningful. It's also full circle for me, since bass was the first instrument I played

at 13," said Rafael Atijas, Founder and CEO of Loog Guitars. "And bringing the iconic Butterscotch Blonde Telecaster to life as a small, three-string guitar lets kids experience a piece of music history in a way that feels playful and authentic."

The Fender x Loog Precision Bass celebrates the original 1951 Fender Precision Bass, the world's first mass-produced electric bass guitar, and marks Loog's first step into the world of bass. Featuring three strings, a compact short scale, one pickup and surprisingly big sound, it was designed to feel comfortable in small hands while providing the authentic experience of playing a real bass guitar.

The new Butterscotch Blonde Fender x Loog Telecaster pays tribute to the original Telecaster guitar introduced 75 years ago. Its classic Butterscotch Blonde finish and black pickguard evoke one of the most recognizable guitars in music history, while Loog's compact, three-string format makes it easy for children to begin playing chords and songs from day one.

Developed in collaboration with Fender and manufactured by Loog, both instruments feature an authentic Fender headstock, Loog's signature three-string fretboard and a standard ¼-inch output jack for use with an amplifier. Each instrument also includes access to the Loog Guitar app, featuring video lessons and game-like exercises, as well as an exclusive Fender-inspired activity book filled with games, trivia and creative challenges—a hands-on, screen-free way for kids to explore Fender's legendary heritage.

"For 75 years, the Telecaster and Precision Bass have helped shape the sound of music. Our partnership with Loog brings these iconic instruments to a new generation of players," said James Chippendale, Fender Senior Director, Lifestyle & Licensing. "The most meaningful collaborations bring together shared values, creativity and a clear purpose. Together with Loog, we're inspiring young musicians to discover the joy of playing, express themselves and begin a lifelong connection with music."

The Collection

Fender x Loog Precision Bass (MSRP: $229.99 USD, £199 GBP, €229 EUR, $329 AUD, ¥39,600 JPY) The Fender x Loog Precision Bass is available in White Blonde, inspired by the finish of the original 1951 Precision Bass, as well as Candy Apple Red, Sea Foam Green and a limited edition Hello Kitty Black.

Fender x Loog Telecaster (MSRP: $229.99 USD, £199 GBP, €229 EUR, $329 AUD, ¥39,600 JPY) The new Fender x Loog Telecaster features a classic Butterscotch Blonde finish with a black pickguard, inspired by the original 1951 model.

High-resolution lifestyle and product images can be found HERE.

Both instruments will be available beginning today, at loogguitars.com, www.fender.com and select retailers globally. The Limited Edition Fender x Loog Precision Bass in Hello Kitty Black is exclusively available through loogguitars.com and select retailers.

For technical specifications and additional information, and to find a retail partner near you, visit www.loogguitars.com and www.fender.com. Join the conversation on social media by following @LoogGuitars and @Fender.

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ABOUT LOOG GUITARS

Loog is an award-winning line of musical instruments designed to make it fun and easy for children to play music. It began as an academic project when founder Rafael Atijas developed the concept for a three-string children's guitar as his master's thesis at New York University. Since launching through Kickstarter in 2011, Loog has grown into a complete ecosystem of instruments, educational apps and learning tools that have introduced hundreds of thousands of children around the world to music. Loog instruments are also played by renowned musicians including Jack White and members of The Rolling Stones.

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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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