



FENDER AND GRAMMY-WINNER JOHN OSBORNE UNVEIL SIGNATURE TELECASTER®

**CELEBRATING 75 YEARS OF TELECASTER HERITAGE, THIS MARKS
THE ARRIVAL OF FENDER'S FIRST-EVER IN-HOUSE DESIGNED B-
BENDER**

HOLLYWOOD, CALIF. (March 10, 2026) — Fender Musical Instruments Corporation (FMIC) announces the John Osborne Telecaster® in collaboration with the Grammy®-winning guitarist John Osborne. A highly customized signature model inspired by his personal, road-tested 1968 Telecaster guitar, the John Osborne Telecaster is designed for expressive, dynamic playing; this instrument blends classic Fender craftsmanship with innovative performance features, including the signature B String Bender. Launching as part of Fender's celebration of the Telecaster's 75th anniversary, the John Osborne Telecaster honors both the enduring legacy of this iconic guitar and the distinctive artistry of one of the most influential players in modern country music.

“There are a lot of amazing guitars in this world, but none are as versatile as the Telecaster,” said John Osborne. “It just works with every song, works with every genre; I want someone to pick it up and take this instrument that I’ve played for so long, and blaze their own trail with it.”

John Osborne is a Grammy-winning guitarist and songwriter best known as one half of Brothers Osborne, the multi-platinum duo behind numerous Top 10 hits and fan-favorite anthems like ‘Stay a Little Longer’ and ‘It Ain’t My Fault.’ With multiple ACM and CMA Awards to their name, MCA’s Brothers Osborne have helped redefine modern country music with a sound that blends raw authenticity and rock energy. Widely regarded as a “player’s player,” Osborne has earned a reputation for his expressive bends, soaring solos and tone-driven approach that puts guitar craftsmanship at the forefront of today’s country landscape.

“Working with John Osborne was really about honoring the way he plays and finding a way to bring that into a guitar other players could connect with,” said Max Gutnik, Fender’s Chief Product Officer. “We began with his original ‘68 Tele and collaborated closely with him to shape a signature model that feels true to who he is as a player. From the B-string bender to the road-worn feel, it’s unmistakably John’s guitar, but it’s built to inspire anyone who wants to explore that sound and make it their own.”

The John Osborne Telecaster centers on its Fender B String Bender, a signature mechanism that raises the B string a full step, unlocking the pedal steel-inspired bends and sweeping lead lines that define Osborne’s sound. As Fender’s first-ever in-house designed B-bender, this feature is a standout for players seeking that signature pedal steel-style expression. Built on a balanced alder body with vintage-inspired aesthetics, the guitar delivers professional-grade tone and sustain. Custom-voiced pickups cover everything from shimmering cleans to growling overdrive, making the guitar as versatile in the studio as it is on stage.

Key Features:

- **Fender B String Bender mechanism** – Allows players to achieve pedal steel-style bends and expressive lead lines, a signature element of John Osborne’s playing.

- **Road Worn® Olympic White finish** – Captures the authentic wear and character of a gigging musician’s trusted instrument, combining vintage aesthetics with a broken-in feel.
- **Custom-voiced John Osborne Telecaster pickups** – Designed to deliver shimmering clean tones, growling overdrive, and the tonal versatility John relies on for studio and stage.
- **’68-Style Maple Neck With Maple Cap Fingerboard** – Smooth playability and classic Fender feel, providing comfort and precision for long sets or recording sessions.
- **3 Compensated Brass Barrel Saddles** – Ensures perfect intonation across the strings while retaining signature snap and twang.
- **Custom Pickguard** – Tailored specifically for John Osborne’s signature look and style, completing the aesthetic of a road-tested, performance-ready instrument.

Watch as John Osborne shares the story behind the guitar and performs two songs live in Nashville with Brothers Osborne and explore the origins of the B-Bender as John Osborne makes his signature Telecaster weep, wail and sing along.

Beyond Brothers Osborne, John Osborne has continued to expand his creative footprint in recent years, emerging as a sought-after producer known for his instinctive musicianship and artist-first approach in the studio. His production credits include acclaimed projects such as the Grammy-nominated album *Ashley McBryde Presents: Lindeville*, as well as recent work with rising talents including Grace Bowers and Caylee Hammack, further cementing his reputation as a trusted collaborator across generations of artists. John is currently in the studio with Brothers Osborne working on new music set for release later this year, continuing to evolve the duo’s signature sound while pushing his own musical boundaries even further.

High-resolution artist, lifestyle, and product images of the John Osborne Telecaster® can be found [HERE](#).

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 @Fender.

John Osborne Telecaster® (MSRP: \$2199.99 USD, £1,849 GBP, €2,199 EUR, \$3699 AUD, ¥330,000 JPY) Grammy-winning guitarist and songwriter John Osborne has shaped modern country music with his expressive playing and distinctive tone, earning multiple top 10 hits and accolades from both the Academy of Country Music and Country Music Association. The John Osborne Telecaster® is closely modeled on his personal, road-tested instrument, translating the guitar he relies on night after night into a production-ready signature model. Its Fender B String Bender allows players to achieve the pedal steel-inspired bends and lead lines that define Osborne's sound, while the Road Worn® Olympic White finish and custom pickguard capture the authentic look and feel of a gigging musician's trusted instrument. Custom-voiced John Osborne Telecaster pickups, a '68-style maple neck with maple cap fingerboard, and 3 compensated brass barrel saddles deliver the tone, precision, and playability that Osborne demands, from shimmering cleans to growling overdrive. Every element of the guitar reflects Fender's commitment to artist-driven design and Osborne's personal style, offering players a professional-grade instrument built to perform in the studio, on stage, or anywhere inspiration strikes.

ABOUT BROTHERS OSBORNE

Brothers Osborne are one of music's most consistently adventurous bands, a duo connected not just by blood but by a lifetime of performing together and a shared working-class upbringing in Deale, Maryland. Multi-award winners John and TJ Osborne are leaders of a progressive yet deeply rooted school of country music and widely regarded as faces of the new generation of Nashville.

The siblings earned their first GRAMMY Award in 2022, winning Best Country Duo/Group Performance for "Younger Me," inspired by TJ Osborne's coming out. The song appears on the deluxe edition of their GRAMMY-nominated album *Skeletons*. To date, Brothers Osborne have received 13 GRAMMY nominations, most recently in 2025 for Best Country Duo/Group Performance, and are six-time CMA Vocal Duo of the Year winners and four-time ACM Duo of the Year winners. Overall, they have collected seven CMA Awards, seven ACM Awards, and the ASCAP Vanguard Award.

Their critically acclaimed catalog has earned multiple RIAA Gold and Platinum certifications, amassing more than 3.4 billion global streams. Previously sharing the stage with artists including Chris Stapleton, Eric Church, Little Big Town, and Miranda Lambert, Brothers Osborne's most recent headlining We're Not For Everyone Tour played more than 50 markets.

Beyond the duo, John Osborne has expanded his role as a producer, including Ashley McBryde Presents: Lindeville, as well as recent projects for Grace Bowers and Caylee Hammack. Brothers Osborne released their self-titled fourth studio album in September 2023 via EMI Records Nashville, featuring the single "Nobody's Nobody." In 2024, they followed with the four-track Break Mine EP, and their latest release, "Finish This Drink," arrived April 4, 2025. In 2026, Brothers Osborne will celebrate the 10-year anniversary of their breakthrough album Pawn Shop, the release that introduced their bold, genre-defying sound and launched a decade of critical acclaim. The duo is currently in the studio working on new music to be released later this year.

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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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