



FENDER® EXPANDS AMERICAN ACOUSTASONIC™ TELECASTER® LINEUP WITH EXOTICS SERIES AT SUMMER NAMM 2019

**FENDER INCORPORATES RICH, ACOUSTIC TONE WOODS INTO NEW
AMERICAN ACOUSTASONIC TELECASTER EXOTICS INCLUDING
KOA, ZIRICOTE, AND COCOBOLO**

HOLLYWOOD, Calif. (July 18, 2018)—Fender Musical Instruments Corporation (FMIC) – in response to popular demand for the American Acoustasonic™ Telecaster® - today announced further details regarding the series' expansion to include new limited edition models created... designed... with rich, acoustic tone wood combinations. The American Acoustasonic Exotics Series, which will be on display at Summer NAMM 2019 in Nashville, Tenn., expands the concept of the critically acclaimed American Acoustasonic Telecaster from an elite tool to a distinct work of modern innovative craftsmanship.

The Exotics Series elevates the American Acoustasonic Telecaster and adds the sought-after tonality, warmth and feel that traditional acoustic woods bring to the table. Using the rare Koa, Ziricote, and Cocobolo woods to craft each unique guitar in the Exotics series - it's a natural progression for Fender to introduce the same appointments to the Acoustasonic

platform. The Exotics embody Fender's commitment to creating the highest quality instrument possible, taking the Acoustasonic platform and adding the warmth and beauty of legendary acoustic tone woods. All of this culminates in a guitar that is both tonally nuanced and visually bold.

"We're proud to introduce the limited edition American Acoustasonic Exotics and continue to build upon the success of the Acoustasonic," said Billy Martinez, Fender VP Category Manager, Acoustic and Squier Divisions. "The acoustic category at Fender is constantly evolving and we remain committed to innovating and growing our product line. Working with traditional, acoustic tonewoods to diversify the Acoustasonic family demonstrates our commitment to the category and our customers who want a high-quality instrument with bold style."

The American Acoustasonic represents the next era in Fender craftsmanship and innovation - designed for fearless artists who want an inspiring instrument with a diverse set of guitar sounds and that signature Fender feel. This hybrid Telecaster is acoustic and electric when you need it, unlocking diverse sonic expression from the studio to the stage - all in one guitar.

It also embodies the spirit of purposeful innovation that Fender was built on. From acoustic shape-shifting to electric rhythm tones, this powerful guitar uses a revolutionary Fender and Fishman®- designed Acoustic Engine to deliver new sonic expression from the studio to the stage. Handcrafted in Corona, Calif., at the same factory that makes Fender's iconic electric instruments, the Acoustasonic Telecaster Exotics series takes the dynamics of these rare tone woods and translates those nuances into expanded sonic richness. Launching July 30, expanded models from Fender's American Acoustasonic Telecaster will be available in Cocobolo, Ziricote and Koa woods (\$3,299-\$3,999).

For product descriptions of each model, click [here](#); and product images, click [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.

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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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