

FENDER® RELEASES LATEST '68 CUSTOM AMP IN POPULAR VINTAGE MODIFIED SERIES

SCOTTSDALE, Ariz. (September 9, 2014) – Fender is proud to announce the release of the latest Vintage Modified Series amplifiers, the **'68 Custom Vibrolux® Reverb** amp, following the success of the popular '68 Custom Twin Reverb®, '68 Custom Deluxe Reverb® and '68 Custom Princeton Reverb® amps.

1968 was a transitional year for Fender amps, with tone that was still pure Fender, but a look that was brand new. With a silver-and-turquoise front panel and classy aluminum “drip edge” grille cloth trim, the Vibrolux Reverb received a fresh new face, as it remained the compact, gig-ready amp of choice for pros and amateurs everywhere. The 1968 Vibrolux Reverb featured a unique 2×10 speaker configuration, which delivered snappy twang and big tube tone, while still incorporating world-class Fender reverb and vibrato effects. For countless guitarists ever since, the Vibrolux Reverb has been the go-to amp for classic Fender tone.

The '68 Custom Vibrolux Reverb Amp pays tribute to the classic look, sound and performance of Fender's late-'60s “silver-face” amps. In a special twist, both channels boast reverb and tremolo, and the “custom” channel has a modified Bassman® tone stack that gives modern players greater tonal flexibility with pedals. The amp also features quicker gain onset and reduced negative feedback for greater touch sensitivity. While fitting a sweet spot between the Deluxe Reverb and Twin Reverb, in respect to power and size, the '68 Custom Vibrolux Reverb's dual 10” Celestion® TEN 30 configuration and 35 watts of all-tube power deliver distinctive rock 'n' roll flavor.

For more information, go to www.fender.com.

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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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