



FENDER FUELS GROWTH OF THE GUITAR INDUSTRY WITH INNOVATIVE CRAFTSMANSHIP; SUPPORTS NEEDS OF PLAYERS ACROSS ALL LEVELS WITH NEW PRODUCT INTRODUCTIONS

**DEBUTING AMERICAN ACOUSTASONIC® ALL-MAHOGANY
MODELS, EXPANSION OF CALIFORNIA COAST SERIES UKULELES,
NEW AMPS AND MORE, TO SUPPORT PLAYERS CREATING MUSIC
THAT TRANSCENDS GENRES, DEMOGRAPHICS AND CULTURES**

HOLLYWOOD, Calif. (June 15, 2022)— [Fender Musical Instruments Corporation](#) (FMIC) today revealed a sampling of its new Fall 2022 product lineups, encompassing both player-driven guitar innovation and longstanding Fender craftsmanship. Designed to support Fender's mission to give 'artists wings to fly', the new offerings cater to players looking to expand their sonic palette whether picking up for the first time, stage-ready performers or collectors adding a new piece of gear to their arsenal.

Music continues to evolve as artists expand and diversify the space, redefining the role guitar plays in their creative process. Fender has long listened to this increasing demand for

innovation from players and is continuously introducing new models to help fuel creative expression and a hunger for new sounds. New launches span compact yet bold amplifiers and most notably, All-Mahogany additions to the American Acoustasonic® Series embodying the spirit of purposeful innovation that Fender was built on.

“For more than 75 years, our product team has listened intently to players, and committed to creating guitars, basses and other tools that support artist first-hand needs,” said **Justin Norvell, Executive Vice President, Product at FMIC**. “Today, Fender is continuing to do just that. From our popular range of amps with two new models for guitarists who love Fender classic and modern tones to the expansion of the American Acoustasonic® All-Mahogany models, these new product launches are a testament to innovation that supports artists and creators today. We’re excited to see the reaction to these new models and hope the players enjoy them as much as we loved creating them.”

“We are seeing growth through 2022 higher than pre-pandemic levels as new and experienced players continue to shop online and step back into music shops to test drive their next guitar, bass or amp,” added **Tammy Van Donk, EVP FMIC Sales**. “We’re eager to reconnect with our community of dealers and introduce our new Fall 2022 products. For decades, we’ve worked hand-in-hand with dealers to help give musicians everywhere ‘wings to fly,’ as they continue to create incredible music. Through these online dealer events, we’ve strengthened our partnerships, and in turn our ability to meet consumers where they are, giving them all the right tools for their evolving needs.”

2022 NEW PRODUCT

ACOUSTICS

American Acoustasonic® All-Mahogany

When Fender launched the American Acoustasonic® Telecaster® in 2019, the guitar entered a brand new market segment without making any functional or sonic compromises. The introduction of the Acoustasonic® model eliminated pre-existing hurdles, unlocking an effortless and versatile playing experience with true Acoustic and Electric tones. Since then, Fender has introduced a Stratocaster® and Jazzmaster® model built with the Fender® and

Fishman®-designed Acoustic Engine. Today, Fender is expanding that series with the American Acoustasonic® All-Mahogany models handcrafted in Corona, California.

American Acoustasonic® All-Mahogany guitar guitars embody the spirit of purposeful innovation that Fender was built on. From acoustic shape-shifting to electric rhythm tones, these powerful guitars use a revolutionary Fender® and Fishman®-designed Acoustic Engine to deliver new sonic expressions from the studio to the stage. Handcrafted in Corona, California at the same factory that makes Fender's iconic electric instruments, these guitars represent the next era in Fender craftsmanship and innovation – designed for fearless artists seeking an inspirational instrument with limitless new sounds and a great Fender® feel.

American Acoustasonic® Telecaster® All-Mahogany (\$199.99 USD, £1,749.00 GBP, €1,999.00 EUR, \$3,299.00 AUD, ¥297,000 JPY) Elegantly simple, the Acoustasonic® Telecaster® was designed to inspire – mixing future technology with organic feel and playability as a way to connect artists to their music. The fully hollow body features an integrated forearm contour and our patented Stringed Instrument Resonance System (SIRS) – designed to deliver a naturally loud voice with lively harmonics. A smooth-playing mahogany neck and open-pore satin finish make this cutting edge guitar comfortable and easy to play, while the Solid Mahogany top gives new tonal characteristics with warmer mids and smooth lows. On stage, the Acoustasonic® Telecaster® eliminates many of the challenges associated with playing an acoustic guitar live by cutting out feedback, making it easy to access the sounds you need without switching instruments. The Acoustasonic® Telecaster® is powered by the Fender® and Fishman®-designed Acoustic Engine – a proprietary blend of classic analog and future technologies that optimize the guitar's natural sound - modifying the resonance to deliver a curated collection of voices. These acoustic and electric voices can be played solo or blended via the Mod Knob to create new sounds. They can also be used simultaneously, courtesy of the Fender® Acoustasonic® Noiseless™ magnetic pickup. Available in Natural or Bourbon Burst.

American Acoustasonic® Jazzmaster® All-Mahogany (\$1,999.99 USD, £1,849.00 GBP, €2,099.00 EUR, \$3,299.00 AUD, ¥297,000 JPY) Elegantly simple, the Acoustasonic® Jazzmaster® was designed to inspire – mixing future technology with organic feel and playability as a way to connect artists to their music. The fully hollow body features an

integrated forearm contour and our patented Stringed Instrument Resonance System (SIRS) – designed to deliver a naturally loud voice with lively harmonics. A smooth-playing mahogany neck and open-pore satin finish make this cutting edge guitar comfortable and easy to play, while the Solid Mahogany top gives new tonal characteristics with warmer mids and smooth lows. On stage the Acoustasonic® Jazzmaster® eliminates many of the challenges associated with playing an acoustic guitar live by cutting out feedback, making it easy to access the sounds you need without switching instruments. The Acoustasonic® Jazzmaster® is powered by the Fender® and Fishman®-designed Acoustic Engine – a proprietary blend of classic analog and future technologies that optimize the guitar’s natural sound - modifying the resonance to deliver a curated collection of voices. These acoustic and electric voices can be played solo or blended via the Mod Knob to create new sounds. They can also be used simultaneously, courtesy of the Fender® Acoustasonic® Noiseless™ magnetic pickup. Available in Natural or Bourbon Burst.

Available August 2022. To learn more and for product descriptions of each model, click [here](#). For product images, click [here](#). To watch a video demonstration, click [here](#).

California Coast Series Ukuleles

In 2018, Fender introduced a new line of ukuleles that tapped into their Southern California roots featuring five new models with the beloved Fender look and feel. The instruments, each named after California beaches, are resonant, portable, easy-to-play and distinctly Fender, with a mix of Telecaster® and Stratocaster® style—all offered at accessible price points. In 2022, Fender is introducing updates to preexisting California Coast Series models, in addition to new colors and a new tenor model at an affordable price point, broadening the appeal to more players. Alongside the offering of eye-catching exotic wood options, all electro models will feature Fender branded electronics.

Avalon Tenor Ukulele (\$119.99 USD, £94.99 GBP, €109.99 EUR, \$175.00 AUD, ¥22,000 JPY) Inspired by the beach community on Catalina Island in Southern California, the Avalon Tenor Ukulele is the larger sibling to our incredibly popular Venice Soprano model. Our Tenor Ukulele gives the player a deeper tonal register than a concert or soprano body size, while maintaining portability to travel easily from the beach to the studio or jam room. The Avalon’s all basswood construction and slim “C” shape neck profile provide the superior

tone and playability that is a hallmark of Fender ukuleles. Other features include a no-tie bridge for quick, easy string changes, classic Fender color options and painted 4-in-line Strat® guitar headstock. Available in 2-Color Sunburst, Daphne Blue, Black, Natural, Surf Green or Cherry.

Zuma Exotic Concert Ukulele (\$189.99 USD, £149.99 GBP, €169.99 EUR, \$279.00 AUD, ¥35,200 JPY) Like the famous Southern California beach it's named for, the Zuma Exotic Concert Ukulele inspires creativity. Built with a choice of bocote or spalted maple top, back and sides, the Zuma Exotic has a striking and elegant appearance with a warm, balanced tone to match. A nato neck, walnut fingerboard, abalone rosette and an open-pore satin finish compliment the instrument's earthy look and feel. The convenient no-tie bridge allows for easy string changes, making the Zuma the perfect go-to for leisure and studio play. The Zuma falls between the smaller soprano and the larger tenor sizes, providing a full sound and comfortable playing experience for players with larger hands. The easy-playing 16-fret neck extends the range, while the pull-through bridge makes changing strings quick and easy. A striking abalone rosette, bound top, back and fingerboard and 4-in-line Tele® guitar headstock stand out from the crowd with plenty of Fender vibe. Available in Bocote or Spalted Maple.

Rincon Tenor Ukulele (\$219.99 USD, £189.99 GBP, €219.99 EUR, ¥37,400 JPY) Named after one of the most famous surf spots in Southern California, Fender's Rincon Ukulele has a rich, deep voice packed with unique style. Constructed completely from ovangkol, this tenor-sized uke provides enhanced resonance and volume, singing with full-bodied chime. The Rincon comes equipped with Fender® designed electronics for players who want to bring their music from the beach to the stage. Other notable features include a no-tie bridge for quick, easy string changes, a bone nut and saddle for superior intonation. An open-pore satin finish, abalone rosette, vintage-style closed-back tuning machines and a 4-in-line Strat® guitar headstock round out this Fender's unmistakably classic look. Available in Aged Cognac Burst.

Montecito Tenor Ukulele (\$279.99 USD, £219.99 GBP, €259.99 EUR, ¥47,300 JPY) Inspired by the chic coastal California town that's home to many celebrities, Fender's Montecito Ukulele offers a mellow, sonorous tone that matches its elegant, elevated aesthetic. Constructed completely from acacia (a cousin of koa), this tenor-sized uke provides

incredible warmth and well-balanced projection. The Montecito's body is appointed with abalone top purfling and a matching abalone rosette for a luxurious touch. The cream binding that outlines the body and fingerboard accentuates the instrument's natural beauty and figure. Other notable features include a no-tie bridge for quick, easy string changes, a bone nut and saddle for superior intonation. A lustrous gloss finish, vintage style closed-back tuning machines and a 4-in-line Strat® guitar headstock round out this Fender's unmistakably classic look. Available in Shaded Edge Burst.

Available July 2022. To learn more and for product descriptions of each model, click [here](#). For product images, click [here](#). To watch a video demonstration, click [here](#).

AMPLIFIERS

This year, Fender is expanding its popular range of amps with two new models for guitarists who love Fender classic and modern tones. The Mustang LT40S is the newest addition to the popular Mustang LT series guitar amplifiers, ideal for practicing and jamming at home, with 40 watts of stereo power, a pair of high-fidelity, full range 4-inch speakers and a super-simple user interface and full color display. The new Limited Edition Pro Junior™ IV SE is a simplified alternative to our core Lacquered Tweed model. Fun, flexible and pedal-friendly, the Pro Junior IV SE is an ideal addition to any electric guitarist's amp collection.

Limited Edition Pro Junior IV SE amplifier (\$549.99 USD, £399.00 GBP, €469.00 EUR, \$799.00 AUD (240V), ¥68,200 JPY) The new **Limited Edition Pro Junior IV SE** is a compact and straightforward 15-watt all-tube tone machine, a simplified alternative to Fender's core Lacquered Tweed model. It comes equipped with a Fender® Special Design speaker for tight, well-balanced output with plenty of high-end sparkle. Its stage and studio ready style features black vinyl covering, aged silver grille cloth and a chrome control panel with red jewel light, giving it the unmistakable look and vibe that's classic Fender. Fun, flexible and pedal-friendly, the **Pro Junior IV SE** is an ideal addition to any electric guitarist's amp collection.

Available July 2022. To learn more and for product descriptions of each model, click [here](#). For product images, click [here](#). To watch a video demonstration, click [here](#).

Mustang LT40S amplifier (\$229.99 USD, £209.00 GBP, €239.00 EUR, \$369.00 AUD (240V), ¥37,400 JPY) The **Mustang LT40S** is the newest addition to the popular Mustang LT series guitar amplifiers. It's ideal for practicing and jamming at home, with 40 watts of stereo power, a pair of high-fidelity, full-range 4-inch speakers, a super-simple user interface and full color display. The Mustang LT40S features a collection of presets covering a wide range of music—a "greatest hits" of electric guitar tones. The versatile signal chain with high quality onboard amp and effects models produces amazing tones. With the free Fender Tone® LT desktop app download, use your Mac or PC to edit, store and manage your presets with ease. The Mustang LT40S is a fun, flexible and easy-to-use modeling amp for any guitarist. It's the only desktop amp in its class with such a rich feature set.

Available August 2022. To learn more and for product descriptions of each model, click [here](#). For product images, click [here](#). To watch a video demonstration, click [here](#).

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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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<https://fender.pr.co/271711-fender-fuels-growth-of-the-guitar-industry-with-innovative-craftsmanship-supports-needs-of-players-across-all-levels-with-new-product-/>