



FENDER® PARTNERS WITH REVERB TO RELEASE NEAR-MINT, ORIGINAL VINTAGE STRATOCASTER® GUITARS FROM THE VAULT

**THE FENDER CERTIFIED VINTAGE™ REVERB SHOP OFFERS FIRST-
EVER CHANCE TO BUY AN AUTHENTIC VINTAGE GUITAR FROM THE
ICONIC BRAND**

CHICAGO, Ill. (September 9, 2019)—[Reverb](#), a leading website and mobile app for buying and selling new, used, and vintage musical instruments, has partnered with Fender Musical Instruments Corporation to release five archival Stratocaster guitars that served as the original templates for some of the brand's most popular vintage-inspired lines. [The Fender Certified Vintage™ Reverb Shop](#) launched today, giving musicians and collectors the unique opportunity to buy an authentic vintage guitar—built in Fender's historic Fullerton, California, factory in the 1950s and 1960s—from the brand.

"Aside from being in near-museum-quality condition, these Stratocaster guitars are special because they aren't reproductions. These are the actual vintage instruments that were used to spec out not only our American Original and Vintera offerings, but also hundreds of Fender Custom Shop guitars," said Mike Lewis, VP of Product Development at the Fender

Custom Shop. “The DNA of these guitars can be seen across nearly every guitar we’ve crafted, and we’re proud to open up our vaults to give musicians and collectors the chance to own a piece of Fender history.”

The five guitars in the Reverb Shop have been “Certified Vintage,” which means that each instrument was inspected and prepared by a Fender Custom Shop Master Builder to determine which parts are original, which parts may have been repaired or replaced and more. Uniquely, each guitar will carry a limited two-year warranty and any service required during that time will be carried out by the Fender Custom Shop. The Fender Certified Vintage™ Reverb Shop features:

A **rare 1954 Fender Stratocaster** assembled by Gloria in June 1954 (as evidenced by a masking tape label in the control cavity.) According to Lewis, the original nut was replaced, but nearly everything else—the wiring, the pots, the deluxe Kluson tuning machines, the white pickguard and knobs—is original. “This guitar is a peerless example of vintage Fender craftsmanship,” said Lewis.

An **practically untouched Fender Stratocaster** that shipped from the Fullerton factory in March 1957. The electronics are all-original—even the solder connections are untouched, showing that the pots and switch were never replaced. The deluxe Kluson tuning machines have the single-line logo on the back. “This is further evidence that this guitar is a veritable time-traveler from the original-era of Fender,” said Lewis.

A **1965 Lake Placid Blue Fender Stratocaster** that “could have been found in a time capsule,” according to Lewis. The only change from “stock” is that the original gray-bottom bobbin single-coil neck pickup has been rewound. “You simply will not find a cleaner example of Fender craftsmanship from the 1960s,” Lewis said.

A **1965 3-Color Sunburst Fender Stratocaster** that has “miraculously survived unscathed through the decades,” according to Lewis. Every component on the instrument is original. The dates on the pots, gray-bobbin bridge, and middle and neck pickups indicate that the guitar comes from the legendary period when Abigail Ybarra was winding pickups (and possibly were wound by the famous winder herself.) Lewis added, “we’ve even managed to preserve the original white Tolex-covered hardshell case that accompanied it when it was first sold in ‘65.”

An original 1965 Candy Apple Red Fender Stratocaster that is one of the earliest examples of the classic finish sprayed over a gold undercoat as opposed to the silver undercoats used in 1963 and 1964. The legend “C A Red” was carved on the body under the pickguard before the guitar was finished—an indication that this instrument was certainly something special.

Each guitar will include an initial inspection and setup from a Fender Custom Shop Master Builder, including a hand-filled inspection sheet, as well as a Fender Certified Vintage™ certificate of authenticity and factory case candy in the original cases. As an added bonus, buyers can request that the guitar be hand-delivered to any location within the continental U.S.

“We help musicians find their dream gear on Reverb every day and for vintage guitar players and collectors, these Stratocasters are truly what gear dreams are made of,” said Jim Tuerk, Director of Business Development at Reverb. “We’re excited to partner with Fender to give musicians the rare opportunity to own the original vintage instruments that served as the templates for some of the most iconic guitars in the industry.”

View a video of Chris Fleming and Mike Lewis discussing the vintage Fender guitars or visit The Fender Certified Vintage™ Reverb Shop directly.

Access high-resolution lifestyle and program images of the Stratocaster guitars. Join the conversation on social media by following @Fender and @Reverb on Instagram.

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ABOUT REVERB:

Reverb is a leading online marketplace dedicated to buying and selling new, used, and vintage musical instruments. Since launching in 2013, Reverb has grown into a vibrant community of buyers and sellers all over the world. By focusing on inspiring content, price transparency, musician-focused, eCommerce tools, a music-savvy customer service team, and more, Reverb has created an online destination where the global music community can connect over the perfect piece of music gear. A portion of each sale on Reverb goes to

Reverb Gives, which provides youth music programs all over the world with the instruments they need to make music. Reverb is a wholly-owned subsidiary of Etsy (NASDAQ: ETSY).

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ABOUT FENDER CUSTOM SHOP

Since 1987, the Fender Custom Shop and its esteemed builders have astounded players and collectors worldwide with marvels of creativity, ingenuity and artistry. From its humble Southern California beginnings, the Fender Custom Shop has grown to become the world's preeminent maker of highly collectible, custom instruments operating in Corona, Calif. Known as the "Dream Factory," the Fender Custom Shop is also home to an honored group known as the Master Builders – some of the most-skilled luthiers in the world – who craft Fender's legendary instruments and push the boundaries of possibility. The distinguished Master Builders make dream guitars a reality for players – from Eric Clapton, Jeff Beck, H.E.R. and Jimmy Page to collectors, working professionals and guitar enthusiasts. As the epicenter of innovation at Fender and the pinnacle of the brand, ideas and production techniques devised in the Fender Custom Shop for both Masterbuilt and Teambuilt guitars go on to inspire and influence Fender's other production line models.

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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