

FENDER® INTRODUCES POWERFUL NEW AMPLIFIERS AND ACCESSORIES

NEW '57 CUSTOM TWEED SERIES AND BASSMAN® 800 HEADLINE AMP OFFERINGS SHAWBUCKER™ 1 AND 2 HUMBUCKING PICKUPS LEAD NEW ACCESSORY LAUNCHES

BURBANK, Calif. (June 23, 2016) – Fender Musical Instruments Corporation (FMIC) announces several new additions to their industry-leading amplifier and accessories categories, just in time for Summer NAMM 2016 in Nashville, TN. The introduction of the '57 Custom Tweed series of guitar amplifiers and the Bassman 800 amp mark Fender's continued dedication to creating quality audio products that accompany the player on every stage of their musical journey. In addition, Fender will debut the ShawBucker 1 and 2 Humbucking Pickups and FTN-1 Tuner. NAMM attendees will have the opportunity to experience the latest additions to its iconic amplifiers and learn about its newest pickup and tuner offerings.

The '57 Custom Tweed series of guitar amps represent a range of eminently useful "tone machines" that complement almost any style of music, from studio to stage to arena. They appeal to both vintage connoisseurs and today's guitarists because of their musical heritage, their rich tone and dynamic response, and their timeless simplicity. In addition, the Bassman® 800 exudes a powerful sound designed for the ultimate bass-playing experience.

"The '57 Custom amps capture the essence of the highly-collectible originals, with thoughtful player-centric tweaks added for today's player," says Jim Ninesling, Vice President Fender Amplifiers and Pro Audio. "They represent the culmination of a 12-year journey, from our highly successful '57 reissues and Eric Clapton Signature amps to the landscape of today. Together with the Bassman® 800, we are proud to add them to our expanding amplifier category."

Designed by acclaimed humbucking pickup guru Tim Shaw, the ShawBucker™ 1 and 2 Humbucking Pickups are a result of literally decades of R&D. ShawBucker pickups are carefully voiced for full, robust tone while remaining true to original pickup character. These feedback-resistant pickups are highly dynamic, but not microphonic, thanks to their tight winding and careful construction—no “potting” required here. In addition, Accessories is offering the FTN-1 Tuner—a compact, accurate, affordable and pedalboard-ready tuner is suited for either standalone or pedalboard use.

“Fender pickups are a leader amongst a competitive category landscape,” says Paul Youngblood, Vice President and Category Manager Fender Accessories. “The mastery of our pickup designer Tim Shaw is conveyed throughout our products that embody innovation, tone, and are most importantly musically beautiful.

AMPLIFIERS

57 CUSTOM TWEED SERIES: Launching June 2016

'57 Custom Pro-Amp

The 28-watt hand-wired '57 Custom Pro-Amp replicates classic Fender tone. The combo guitar amplifier is built around a vintage all-tube circuit with rich clarity and smooth overdrive. The amp features a single 15" 8-ohm Eminence® Special Design speaker, original 5E5A circuit with newly sourced coupling capacitors, 12AY7 preamp tube and Schumacher transformers. Other features include classic aesthetic appointments comprised of tweed coverings, chickenhead control knobs and a top-mounted control panel. The amplifier also includes a protective cover.

'57 Custom Twin-Amp™

The '57 Custom Twin-Amp is a responsive 40-watt, hand-wired, all-tube combo guitar amp that adds clear, expressive tone to a player's sound. Two 12AY7 preamp tubes, are included in the original 5E8A circuit, along with Mercury transformers. Other features include two newly designed 12" Eminence® Special Design alnico speakers, a pair of dual inputs that accommodates multiple instruments and varying output levels, as well as a protective amp cover.

'57 Custom Deluxe™

The two-channel '57 Custom Deluxe 12-watt combo amplifier was based off of the original highly sought-after collector's piece. The classic all-tube 5E3 circuit is updated with premium coupling capacitors, a 12AY7 preamp tube and Mercury Magnetics transformers. Other features include a newly designed single 12" 8-ohm Eminence® Special Design alnico speaker, improved volume pot tapers on both channels and a protective cover.

'57 Custom Champ®

One of the most popular amplifiers lives again in the 5-watt, hand-wired, all-tube '57 Custom Champ. The updated Fender 5F1 circuit gives the amp its heightened dynamic response and sweet sounding tube overdrive when pushed. A 12AY7 preamp tube matched to a 6V6 power amp tube generates this in-demand overdrive. Other features include a single 8" 4-ohm Weber Special Design alnico speaker, dual 1/4" inputs that accommodate a variety of instruments and a protective cover.

Bassman® 800 Amp: *Launching August 2016*

Designed for the ultimate bass-playing experience, the Bassman 800 offers two versatile channels and extreme Fender tube tones, while mating perfectly with Fender Bassman Pro Neo speaker cabinets. The foundation of the Bassman 800's tone is the two-channel tube preamp, which utilizes a pair of premium 12AX7 tubes. The lightweight (17-lb), 800-watt hybrid amp also includes Vintage and Overdrive preamp channels, XLR line output, tuner output, an effects loop and a footswitch for hands-free channel switching.

ACCESSORIES

Fender ShawBucker™ 1 and 2 Humbucking Pickups: *Launching August 2016*

Designed by pickup guru Tim Shaw, the ShawBucker 1 retains clarity and note definition while remaining resistant to 60-cycle hum and other extraneous noise. Other features of this low-output pickup with heavy tone include alnico II magnets, enamel-coated magnet wire for vintage-style tone and installation hardware. The ShawBucker 2 is has the same great

features as 1, but with a hotter output designed for use as the bridge pickup in a dual-humbucking pickup configuration. Both pickups require a 500k Ω potentiometer.

FTN-1 Tuner: *Launching August 2016*

The FTN-1 Tuner is an affordable, yet powerful, pedal tuner suited for standalone or pedalboard use. The tuner's display shows precise tuning status—with accuracy to +/- one cent—and is compatible with guitar, bass or other stringed instruments with an audio output. The display can be calibrated from standard tuning to three half-steps below, making it ideal for hard rock and metal applications. With its small compact size, the tuner takes up minimal space on a pedalboard. Also includes a power supply and user-installable rubber feet.

For technical specs, additional information on new Fender products and to find a retail partner near you, visit 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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