



FENDER DIVERSIFIES SQUIER LINEUP WITH CLASSIC VIBE SERIES REFRESH INSPIRED BY FENDER® GUITARS, BASSES OF THE `60s AND `70s

**SERIES PROVIDES MODERN PLAYERS ACCESSIBLE FENDER-STYLE
MODELS WITH VINTAGE-STYLE AESTHETICS, FENDER-DESIGNED
PICKUPS**

HOLLYWOOD, Calif. (January 25, 2019)—Fender Musical Instruments Corporation (FMIC) today announced the refresh of the Squier® Classic Vibe Series, which now includes decade-specific Stratocaster®, Telecaster®, Jaguar®, Mustang®, Jazzmaster®, Jazz Bass® and Precision Bass® models. The first refresh to the Squier Classic Vibe offering, which originally launched in 2012, these additions are a tip of the hat to `60s and `70s features, as well as design elements from Fender guitars developed in the Southern California factory through the years.

“We used our in-house expertise to redesign all the pickups for the Classic Vibe Series, which are also Squier-branded now,” said Billy Martinez VP Category Manager – Acoustics and Squier Divisions. “The idea behind the refresh was to give the modern player a more classic option, with a tip of the hat to the ‘60s and ‘70s styling Fender is known for, at a more accessible price point.”

These throwback Squier Classic Vibe Series models incorporate premium styling cues such as specific decade-inspired headstocks, nickel-plated hardware and a slick, vintage-tinted, gloss-finished neck for an old-school aesthetic vibe. The series also features maple or laurel fingerboards, matched to classic Fender colors, such as Vintage White, Daphne Blue, Surf Green and Sonic Blue, among others.

Squier will offer Fender-designed pickups on Classic Vibe Series guitars and basses, giving the models authentic, original and massive tone - all uniquely their own. The player-friendly features include a slim, comfortable “C”-shaped neck profile with an easy-playing 9.5”-radius fingerboard; narrow-tall frets; and unique vintage-style tremolo systems.

The Squier Classic Vibe Series electric guitars and basses feature 12 new models (a few with left-handed options) available at local dealers and on www.Fender.com. To learn more about the Squier Classic Vibe Series including detailed product/spec descriptions, click [here](#). Product images can be accessed [here](#).

Models include:

- Classic Vibe ‘60s Mustang - \$TBD
- Classic Vibe ‘60s Jazzmaster - \$399.99
- Classic Vibe ‘60s Jazz Bass - \$349.99
- Classic Vibe ‘60s Precision Bass - \$349.99
- Classic Vibe ‘70s Stratocaster - \$349.99
- Classic Vibe ‘70s Stratocaster HSS - \$349.99
- Classic Vibe ‘70s Telecaster Deluxe - \$399.99
- Classic Vibe ‘70s Telecaster Custom - \$399.99
- Classic Vibe ‘70s Telecaster Thinline - \$399.99
- Classic Vibe ‘70s Jaguar - \$399.99
- Classic Vibe ‘70s Jazz Bass V - \$379.99

· Classic Vibe Bass VI - \$429.99

New players can sign up for **Fender Play**, the complete learning platform for beginners from the most trusted name in guitar; it helps new and returning guitar, bass and ukulele players learn to play songs they love in minutes or brush up on skills with bite-sized, high-quality video lessons taught by top instructors. A free trial is offered at play.fender.com. Fender believes learning is a life-long pursuit and is devoted to helping players start and progress in their musical journey. That's why Fender is introducing a special discount for all annual Fender Play subscribers. Offered now, users can sign up for a 12-month Fender Play subscription for \$89.99 per year (\$7.50 a month) and get 10 percent off guitars, amps and gear on [Fender.com](https://fender.com) and at participating retailers.

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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FENDER MEDIA CONTACT:

Christina Stejskal

Head of Communications

Fender Musical Instruments Corp.

CStejskal@Fender.com

Press@Fender.com

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

Fender Musical Instruments Corporation
press@fender.com

COPY LINK

<https://fender.pr.co/271859-fender-diversifies-squier-lineup-with-classic-vibe-series-refresh-inspired-by-fender-guitars-basses-of-the-60s-and-70s/>