



Charvel unveils neon pink Pro-Mod San Dimas built for high-speed playing

Scottsdale, Ariz. (September 1, 2020) – Charvel® today announces an all-new hot Neon Pink Ash finish for the **PRO-MOD SAN DIMAS® STYLE 1 HH FR E ASH**.

An ideal instrument for dazzling high-speed playing, the Pro-Mod San Dimas boasts scorching sound, stunning style and grin-inducing playing feel and performance.

The sandblasted ash body is coupled with a bolt-on maple neck featuring a pair of graphite-reinforcement rods to resist bending and warping under environmental stresses. The speed neck profile is designed for lightning fast playing and completely unhindered position shifts, while the comfortably rolled fingerboard edges provide the broken-in feel of an instrument with plenty of playing miles on it, and plenty more to go. Perfect for faster tempos, the 12"-16" compound radius ebony fingerboard hosts 22 jumbo frets, white dot inlays and a heel-mount truss rod adjust thumbwheel.

This axe features an HH pickup configuration and comes loaded with DiMarzio® Super Distortion® DP100 bridge and DiMarzio PAF Pro® DP151 neck pickups. The bridge pickup is an ideal blend of full lows, defined mids and soaring highs that can handle lead or rhythm playing, while the neck pickup rips with intense mid and high frequencies that pairs well with a high-gain amp.

Other features include a three-way pickup blade switch, tone control, volume control with push/pull coil split, Floyd Rose® 1000 Series double-locking tremolo bridge system, pink

pickup bobbins, black hardware and a licensed Fender® Strat® headstock.

For more information or to find an authorized Charvel dealer, go to www.charvel.com.



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ABOUT CHARVEL: Charvel guitars are the very embodiment of high-performance tone machines, and discerning players who prize superior sound and feel have turned to the company's finely crafted guitars as their weapons of choice for more than 30 years. From metal masters including Warren DeMartini and Jake E Lee to instrumental fusion legends such as Allan Holdsworth and Shawn Lane to modern day virtuosos like Guthrie Govan, musician's musicians worldwide have long relied on Charvel for exceptional guitar design.

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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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