

HERO OF THE UNDERGROUND: FENDER CELEBRATES 60 YEARS OF JAZZMASTER® INNOVATION

COMMEMORATES HISTORICAL MOMENT WITH THREE NEW, LIMITED EDITION MODELS IN 2018

HOLLYWOOD, Calif. (May 9, 2018) — Fender Musical Instruments Corporation (FMIC) today announced the 60th anniversary celebration of Fender's most creative and expressive model: the Jazzmaster. A hero of the underground, the Jazzmaster has been adopted by generations of artists looking for unique sonic qualities and combinations, unlocking genre defying sound that lives on today within music and culture.

In 1958, Fender introduced the Jazzmaster as the top-of-the-line electric guitar for jazz musicians; later the sound and easily modifiable style attracted counterculture and misfit players, including aficionados of surf guitar – who rarely hesitated to personalize their instruments and make a sound of their own. Over the past 60 years, players across genres have wielded Jazzmaster guitars – from J Mascis (Dinosaur Jr.), Lee Ranaldo (Sonic Youth) and Elvis Costello to Troy Van Leeuwen (Queens of the Stone Age), Chelsea Wolfe, Jim Root (Slipknot), Chris Stapleton, Portugal. The Man and The War on Drugs. A cult classic today, the Jazzmaster still is the core tool for contemporary artists and innovative players continuing pushing the creative boundaries of music.

To celebrate the 60th anniversary occasion, Fender is releasing highly collectible iterations of the beloved Jazzmaster, including three, limited edition models in select colors: the Limited Edition 60th Anniversary '58 Jazzmaster, Triple Jazzmaster and Classic Jazzmaster.

“The Jazzmaster is the little engine that could,” said Justin Norvell, SVP, Fender Products. “It didn’t follow its original destiny to be a jazz guitar, but found a niche on the creative cutting edge and maintains significant popularity today as we celebrate its 60th anniversary.

Whether it's surf, '90s punk rock or alternative music, the Jazzmaster has remained the guitar of choice, pushing music forward into uncharted territory."

The original '58 Jazzmaster boasted a revolutionary offset waist, distinctive-sounding pickups, a flexible rhythm/lead circuit and was the first Fender guitar to sport a rosewood fingerboard. An homage to the original prototype of this ground-breaking guitar, the 60th Anniversary '58 Jazzmaster accurately recreates the bold and distinctive look and feel of the original 1958 prototype, giving players a taste of the Jazzmaster in its original form. The Limited Edition 60th Anniversary '58 Jazzmaster is offered in 2-Color Sunburst.

The Triple Jazzmaster features a modern, triple-pickup and is an homage to the mod ethos that permeates Jazzmaster player circles. Combining authentic looks and uniquely flexible wiring – the guitar also features brand-new humbucking pickups from pickup guru Tim Shaw for a guitar that's ready to rip it up on stage and off. The Limited Edition 60th Anniversary Triple Jazzmaster is offered in Daphne Blue.

Classic Jazzmaster updates the classic 1966 model with features that modern, creative players are sure to appreciate. This model is a reproduction of the 1966 Jazzmaster, which at the time, was updated with the following features: bound neck, block inlays, and as a special aesthetic touch, a slick-looking matching painted headstock. These stylish visual cues—as well as the rich, multi-dimensional sound—made this one of the most sought-after Jazzmaster models. The Limited Edition 60th Anniversary Classic Jazzmaster is offered in Daphne Blue, Black, Vintage Blonde, and Fiesta Red.

The 60th anniversary Jazzmaster models are available at local dealers and on www.Fender.com on the below dates; models include:

Available April 2018: Limited Edition 60th Anniversary '58 Jazzmaster - \$2,299.99

Available September 2018: Limited Edition 60th Anniversary Triple Jazzmaster - \$1,999.99 and Limited Edition 60th Anniversary Classic Jazzmaster - \$1,199.99.

To learn more about Fender's 60th Anniversary Jazzmaster models and for product descriptions of each model, click [here](#). For series product images, click [here](#).

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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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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