

FENDER® OFFERS NEW, LIMITED EDITION TIM ARMSTRONG HELLCAT, BUILDING ON POPULAR ARTIST ACOUSTIC MODEL

LIMITED EDITION MODEL FEATURES TIM ARMSTRONG HAND-SELECTED “RUBY RED” FINISH, INSPIRED BY POPULAR RANCID SONG, “RUBY SOHO”

HOLLYWOOD, Calif. (June 27, 2017) – Fender Musical Instruments Corporation (FMIC) today announced it will be expanding the Tim Armstrong Hellcat offering with a limited edition, hand-selected “Ruby Red” finish from the artist. Inspired by the Grammy-winning founder of the influential U.S. punk band Rancid, the new, limited edition Tim Armstrong Ruby Red Hellcat is ideal for bashing out punk, pop, rock and more.

Armstrong, a musician, producer and indie label owner, has always turned to his Fender concert-style acoustic for inspiration in his songwriting. The Tim Armstrong Ruby Red Hellcat is based on his own signature acoustic Hellcat, with modern appointments, including high-quality onboard electronics.

"It's always fun creating with Fender," said Tim Armstrong, "We have four new Hellcat colors. The first one we are releasing is this beautiful 'Ruby Red.' It always goes back to me writing on an acoustic guitar. These signatures are inspired by my original 'Hellcat' Fender acoustic guitar I have had since I was a teenager. This machine has been my predominant songwriting guitar over the years."

"The idea was to stay true to the original “Hellcat” guitar that Tim uses to write his music, but offer limited edition color options for those avid Tim Armstrong fans," said Billy Martinez, VP of Category Management, Acoustic Division and Squier, Fender. "We teamed up with Tim to have him hand select four limited edition finishes with the first in Ruby Red – a nod to one of Rancid’s most popular songs, ‘Ruby Soho.’"

The Tim Armstrong Ruby Red Hellcat, which alludes to the popular Rancid song, “Ruby Soho” is complete with a Matte Ruby Red finish as well as a Matte headstock and truss rod cover. All finishes on the guitar, including switching the pickguard to matte black from tortoiseshell, were hand selected by Tim Armstrong. Classic Hellcat inlays, the mahogany body, rosewood fingerboard and truss rod cover with Tim Armstrong’s signature maintain the distinctive quality and authenticity of the original Tim Armstrong Hellcat signature model.

In true Tim Armstrong fashion, the frets and tuning machines are vintage style, with aged white buttons serving as the tuning machines. Electronics include a Fishman® Isys III System with an active onboard preamp and tuner, and chrome hardware.

The Tim Armstrong Ruby Red Hellcat is priced at \$399.99, and only 750 units will be available at authorized Fender dealers in the United States and Europe. Three additional finishes are slated for release later in 2017.

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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