



FENDER® ROLLS OUT NEW ACCESSORIES DESIGNED WITH PLAYER COMFORT AND UTILITY IN MIND

FENDER INTRODUCES BULLET TUNER, WEIGHLESS STRAPS, AFTER- MARKET YOSEMITE™ STRATOCASTER® AND DOUBLETAP HUMBUCKING PICKUPS

HOLLYWOOD, Calif. (January 25, 2019)—Fender Musical Instruments Corporation (FMIC) today announced additions to its growing accessories and lifestyle product offerings debuting at Winter NAMM in Anaheim, Calif. New products include the micro-sized clip-on Bullet Tuner; all-new Yosemite pickups; elastic-based Weighless Straps; a rebuilt line of Fender instrument cables; Classic Series wooden guitar and bass cases; new men's and women's clothing, backpacks, barstools and lifestyle items, among many others.

"Our 2019 accessories are going to change the game for players onstage and off," said Richard Bussey, Director of Product Development – Accessories and Consumer Electronics.

“We made a conscious effort to ensure the entire playing process was hassle-free from end-to-end – from the Bullet Tuner’s advanced tuning technology and precision to our new Weighless Straps designed to remove pounds of pressure off players shoulders. We’re also releasing Yosemite single-coil and DoubleTap humbucking pickups – sold separately for the first time since their release in American Performer Series this past December.”

Bullet Tuner, Winter 2019 (\$29.99) - Debuting at Winter NAMM, the Fender Bullet Tuner is a revolutionary micro-sized clip-on tuner designed for maximum visibility on the guitar and features the brand’s most advanced tuning engine.

Weighless Straps, Winter 2019 (\$29.99) - Continuing the innovation, Fender is launching its new line of Weighless Strap featuring classic Fender style and modern enhancements such as a flexible, yet stable, elastic-based design, ultimately removing weight from a player’s shoulder.

Yosemite Pickups, Winter 2019 (\$129.99 - 149.99) - For the first time, Fender will sell new Yosemite pickups – previously only available on American Performer electric guitars and basses – separately to players. A new generation of tone, Yosemite Stratocaster pickup sets are engineered using a mixture of alnico 4 and alnico 2 magnets, along with plain enamel coated wire, for expressive, well-defined sound that’s highly musical and dynamic. To provide player’s with more of a selection, Fender is also offering after-market DoubleTap humbucking pickups, a revolutionary breakthrough in humbucking pickup technology. This unique, patent-applied-for design combines full-throated humbucking and articulate single-coil voices, while eliminating volume loss in the single-coil mode.

New Cables Series (Deluxe, Professional and Original), Winter 2019 (\$24.99 - \$359.80) - Fender’s cable line emerges rebuilt from the ground up with three new families of cables designed for any type of player: Deluxe, Professional, and Original. Deluxe Series cables, available in Tweed and Black Tweed, use the highest quality materials and braided shielding to deliver durability, conductance and transparency. Fender’s top-of-the-line cables sport custom molded ends with strain relief under the housing—plus 24K gold-plated connectors that won’t tarnish or degrade a player’s sound over time. Road-reliable and flexible, Fender Professional Cables, available in Black, Red Tweed, White Tweed, and Grey Tweed, sport quiet and resilient spiral shielding and are engineered to avoid twisting, kinking or any physical memory. Fender’s Original and Original Coiled Cables feature

spiral shielding and durable nickel-plated connectors which are available in three iconic Fender colors, Daphne Blue, Surf Green, and Fiesta Red. Original Straps and Fender Original Tuners — available in three iconic Fender colors – join the Original Cables.

Classic Series Wood Cases, Winter 2019 (\$159.99 - \$199.99) - New Classic Series wooden cases are a stylish and dependable way to protect a Fender electric guitar. Crafted with road-reliable materials, this 3-ply hardshell wood case boasts a vinyl-wrapped steel carrying handle and draw latches, in addition to triple-chrome-plated hardware throughout the case. A soft crushed acrylic plush interior lining ensures the guitar remains scratch and damage-free, while a spacious accessory compartment offers plenty of room.

New Fender Picks, Winter 2019 (\$7.99) - True to Fender's spirit of blending tradition with innovation, F-Grip pick's now have the classic look of a multi-ply pickguard. Substantial, clever and distinctively Fender, these 3-ply celluloid picks feature an engraved F-shaped logo in the top ply that reveals the middle layer, creating an unyielding grip. Its unique beveled-edge design adds a touch of speed to any player's performance, allowing them to pick faster.

Lifestyle Items, Winter 2019 (\$17.99-\$59.99) - In addition to accessories, Fender has expanded its lifestyle products offering to include new men's and women's T-shirts, tank tops, and jackets in a wide variety of colors. "We have put an emphasis on refreshing the Fender design aesthetic," said Dan Heitkemper, VP of Licensing & Product. "It's exciting to be able to meet the demand of women's options in our lifestyle line." Additional lifestyle products, include a Fender Custom Shop apron, a leather patch backpack, gold sparkle barstools and T-shirts with historic images of Fender products from the brand's early years.

Fender's new accessories and lifestyle items are now available at local dealers and on www.Fender.com. To learn more about Fender's accessories and for complete product descriptions on each model, click [here](#). For 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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