

FENDER® UNVEILS ALL-NEW PLATFORM WITH THE DIMENSION BASS

**SIX NEW MODELS NOW TAKE THEIR PLACE AMONG FENDER'S
GREAT BASS DESIGNS AS THE MODERN PINNACLE OF PRO-LEVEL
BASS STYLE, POWER, PERFORMANCE AND PERSONALITY**

SCOTTSDALE, Ariz. (Sept. 18, 2013) — The company that invented electric bass now offers an elegantly original body style with all-new pickups, electronics and other fine features in the form of the **DIMENSION BASS**. The six new models allow players to sculpt and personalize tone as no Fender bass ever has before.

“Just like in the ‘50 and ‘60s, we did this in a very real and organic way — with the input of dozens of artists over the two and a half year development cycle. Every part of this is new, and it was a great adventure to put the Precision and Jazz Bass temporality out of our minds and start from a blank slate in a new direction. We’re really pleased with the result,” said vice president of Fender marketing Justin Norvell.

Available in four-string and five-string versions, the **AMERICAN DELUXE DIMENSION™ BASS** and **AMERICAN DELUXE DIMENSION BASS HH** are phenomenal instruments with an ash body in the completely new Dimension shape, featuring a comfortable asymmetrical neck heel. All models offer a maple neck crafted with a great-feeling asymmetrical “C”-shaped profile, Posiflex™ graphite neck support rods, a convenient heel-mount truss rod adjustment wheel, smooth hand-rubbed oil finish and five-bolt neck plate.

The basses offer a compound-radius maple or rosewood fingerboard with 21 medium jumbo frets and a bone nut, while the headstock has a glass finish and Stealth “A” string retainer. Other features include a single Dimension Bass humbucking pickup (dual on the HH models), five-way switching (on the American Deluxe Dimension Bass IV HH), 18-volt onboard preamp, three-band active EQ, three-play black pickguard, knurled chrome

control knobs, Fender Hi-Mass bridge, vintage-style tuners with tapered shafts, locking strap buttons, side-mounted oval output jack and rear-mounted battery compartment. All models available in elegant Natural, Black, Cayenne, and Violin Burst gloss finishes. Hard-shell case, leather strap and 10' cable included.

Available in Natural, Black, and Aged Cherry Burst gloss finishes, the **DELUXE DIMENSION BASS IV** and **DELUXE DIMENSION BASS V** offer an ash body (alder body on Black-finish model), graphite-reinforced maple neck with "C"-shaped profile and smooth satin finish, 9.5"-radius rosewood fingerboard with 21 medium jumbo frets.

Other features include a single Dimension Bass humbucking pickup, 18-volt onboard preamp, three-band active EQ, three-ply black pickguard, knurled chrome control knobs, Fender Hi-Mass bridge (five-saddle on five-string model), standard open-gear tuners (five-in-line die-cast mini tuners and headstock "tunnel" string retainer for A, D, and G strings on five-string model), side-mounted oval output jack and rear-mounted quick-release battery compartment. Deluxe gig bag included.

For more information and videos, visit <http://bit.ly/FenderDBass> and Fender.com.

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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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