



Fender elevates the Squier® lineup with nine new Classic Vibe models and three new Starcaster® models

The New Offerings from Squier Provide Fender-Style Models with Iconic Feel and Tone, Offering More Variety for the Beginning Player

HOLLYWOOD, CALIF. (JULY 19, 2019)—Fender Musical Instruments Corporation (FMIC) today announced an expansion of the Squier Classic Vibe series including nine new decade-inspired Stratocaster®, Telecaster®, Precision Bass®, Jaguar® Bass, and Mustang® Bass models. In addition, Squier is introducing three semi-hollow body models inspired by the 1970s Fender Starcaster®: Classic Vibe Starcaster, Contemporary Active Starcaster and Affinity Series™ Starcaster. The new models provide players with a variety of accessible Fender designs, packed with unique features and style.

“We used our in-house expertise to redesign all of the pickups for the new Classic Vibe additions and got creative with the Starcaster platform to extend its reach,” said Billy Martinez, Fender VP Category Manager, Acoustic and Squier divisions. “In addition to providing modern players with a variety of classic options, we also wanted to expand the number of selections that we offer to those who are just beginning to play the guitar.

New additions to the Classic Vibe series include the `50s Stratocaster, `60s Stratocaster, `50s Telecaster, `60s Custom Telecaster, `60s Telecaster Thinline, `50s Precision Bass, `70s Precision Bass, Jaguar Bass and Mustang Bass models. These nine new Classic Vibe models celebrate the rich history of the Fender brand, each featuring decade-specific

headstock markings, all-new Fender-designed alnico pickups, lustrous nickel-plated hardware and a slick vintage-tint gloss neck finish that delivers an old school look. These guitars and basses provide player-friendly features and vintage styling that expand the Squier offering for both continuing and new players.

Aligning with the feature sets of their respective series, the brand is now offering three Starcaster models, including Classic Vibe, Contemporary and Affinity Series versions, all paying tribute to the eccentric 1970s Fender model that broke the mold of semi-hollow guitar design with its offset body shape and unique contoured headstock. The Classic Vibe Starcaster is a throwback to the original and features Fender-Designed Wide Range humbucking pickups, period-correct headstock markings, a vintage-tint gloss neck finish and nickel hardware. The Contemporary Active Starcaster is a modern take on the Fender model, powered by high-output active Squier SQR humbucking pickups and engineered with a sealed semi-hollow body for minimized feedback. The entry-level Affinity Series Starcaster features Squier humbucking pickups and a satin neck finish for a smooth, natural feel. The new offerings from Squier feature nine new Classic Vibe models and three new Starcaster models which are available at local dealers and on www.fender.com. Find product descriptions of each model [here](#) and product images [here](#).

MODELS INCLUDE:

- Classic Vibe '50s Stratocaster® - \$349.99
- Classic Vibe '60s Stratocaster® - \$349.99
- Classic Vibe '50s Telecaster® - \$349.99
- Classic Vibe '60s Custom Telecaster® - \$399.99
- Classic Vibe '60s Telecaster® Thinline - \$399.99
- Classic Vibe '50s Precision Bass® - \$349.99
- Classic Vibe '70s Precision Bass® - \$349.99
- Classic Vibe Jaguar® Bass - \$349.99
- Classic Vibe '60s Mustang® Bass - \$349.99
- Squier Classic Vibe Starcaster® - \$399.99
- Contemporary Active Starcaster - \$399.99

· Affinity Series Starcaster - \$299.99

Players can sign up for Fender Play®, the complete learning platform for beginners from the most trusted name in guitar - helping new and returning guitar, bass, and ukulele players learn to play songs they love in a minute or brush up on skills with bite-size, high-quality video lessons taught by top instructors. A free trial is offered at play.fender.com. Fender believes learning is a life-long pursuit and is devoted to helping players start and progress in their musical journey. That's why Fender is introducing a special discount for all annual Fender Play subscribers. Offered now, users can sign up for a 12-month Fender Play subscription for \$89.99 per year (\$7.50 a month) and get 10 percent off guitars, amps, and gear on Fender.com and at participating retailers.

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 DIGITAL:

Established in 2015, Fender Digital is a wholly owned division of Fender Musical Instruments Corporation (FMIC) dedicated to connecting a legacy brand with a new digital ecosystem of products and interactive experiences designed to accompany players, across genres, at every stage of their musical journey. Building on the iconic Fender name, Fender Digital designs and develops apps, websites, platforms and tools to complement Fender electric and acoustic guitars, amplifiers and pro-audio gear to inspire players through a 360-degree musical experience. Since its inception, Fender Digital has introduced Fender Tune® and Fender Tone® for iOS and Android; Fender Play® for iPhone®, iPad®, Android™ and Desktop; relaunched Fender.com with a refreshed product experience; and created Fender Connect® offering a platform for users to store their personalized information from Fender Digital platforms in one place, providing a universally connected experience.

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About Fender Musical Instruments Corporation

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.

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