

FENDER® WELCOMES NEW MODELS TO MODERN PLAYER SERIES

ADDITIONS FEATURE NEW MODELS AND UPGRADED CLASSICS

SCOTTSDALE, Ariz. (July 23, 2013) – Fender is pleased to welcome six models to the Modern Player Series, including three guitars and three basses, all available at an outstandingly attainable value.

Joining the collection are the **MODERN PLAYER JAZZMASTER® HH**, **MODERN PLAYER MUSTANG®**, **MODERN PLAYER DIMENSION™ BASS**, **MODERN PLAYER JAZZ BASS®**, **MODERN PLAYER JAZZ BASS® V**, and **MODERN PLAYER STRATOCASTER® HSH**.

The **MODERN PLAYER JAZZMASTER HH** rocks a powerful pair of Modern Player humbucking pickups with stripped-down circuitry and controls that make it an exciting player's instrument. Available in Black and Crimson Red Transparent, the Modern Player Jazzmaster HH features a mahogany body, maple neck with "C"-shaped profile, 9.5"-radius maple fingerboard with black block inlays (Black model) or rosewood fingerboard with white dot inlays (Crimson Red Transparent model), with 21 medium jumbo frets, and more.

The **MODERN PLAYER MUSTANG** features the model's classic 24" scale, dual pickup slider switches (on-off phase) and floating bridge with dynamic vibrato tailpiece. The model is also tricked out with modern mods such as dual Modern player MP-90 single-coil pickups and a 9.5"-radius rosewood fingerboard with 22 jumbo frets. Available in Daphne Blue and Honey Burst.

Previously available with humbucking and two single-coil pickups (HSS), the **MODERN PLAYER STRATOCASTER® HSH** offers a singing Strat middle pickup flanked by the powerful voice of humbucking neck and bridge pickups. Other features include a mahogany body, maple neck with "modern C" profile, 9.5"-radius rosewood fingerboard

with 22 medium jumbo frets, five-way switching, and more. Available in Charcoal Transparent and Crimson Red Transparent.

The Modern Player series now brings you a whole new dimension in Fender bass sound and style with the **MODERN PLAYER DIMENSION BASS**. In every way – from its distinctive body shape to its easy-access truss rod adjustment wheel to its single three-coil Triplebucker™ bass pickup and special electronics– it's a bold new step forward in modern Fender bass for the bold modern player. Available in Candy Apple Red, Olympic White and Charcoal Transparent.

The new five-string **MODERN PLAYER JAZZ BASS® V** and its upgraded four-string sidekick **MODERN PLAYER JAZZ BASS®** offer great tonal versatility and power with their pair of humbucking pickups. A satin finish imparts a smoothly elegant air, and a convenient new four-position rotary pickup selector switch delivers a potent quartet of pickup combinations. Available in Satin Black, Satin Olympic White and Satin Two-color Sunburst.

For more information, go to www.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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