

FENDER® RELEASES NEW GUITARS FEATURING TIM SHAW “SHAWBUCKER™” PICKUPS

SCOTTSDALE, Ariz. (January 22, 2015) –Fender is proud to announce the release of two guitars featuring the new Tim Shaw “Shawbucker” humbucking pickups, the AMERICAN DELUXE STRATOCASTER® HSS SHAWBUCKER and AMERICAN STANDARD STRATOCASTER HSS SHAWBUCKER guitars

Introducing the American Deluxe Stratocaster HSS Shawbucker. For the purest and most powerful HSS sound, we enlisted acclaimed humbucking pickup guru Tim Shaw to create a brand-new bridge pickup of unrivaled tone and quality. Shaw’s expertise dates far back to his work with the first and biggest names in the history of humbucking pickup design, and the result of his efforts—the “Shawbucker” humbucking pickup—is an electrifying new landmark in Fender pickup design. Its forceful Shawbucker bridge pickup is complemented by N3 Noiseless™ single-coil neck and middle pickups for classically brilliant sparkle, and with all the other great American Deluxe Stratocaster HSS features players already love, it’s a truly phenomenal new Strat® experience.

Shaw’s handiwork makes the American Standard Stratocaster HSS Shawbucker a formidable new instrument for guitarists who want the ultimate in modern humbucking tone. The model is made even more forceful by the added innovation of a dual 250K/500K volume potentiometer, which optimizes the tonality of each pickup switch setting by automatically running the Shawbucker bridge pickup at 500K for greater openness and brilliance, while the neck and middle pickups run at 250K for spine-tingling single-coil sparkle. Along with all the other great American Standard Stratocaster HSS features players already love, it’s a truly phenomenal new Strat experience.

Available February 2, 2015. 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

GLOBAL MEDIA INQUIRIES

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