



FENDER® CELEBRATES SLIPKNOT® GUITARIST AND HEAVY METAL LEGEND JIM ROOT WITH ARTIST SIGNATURE JAZZMASTER® COLLABORATION

**JIM ROOT JAZZMASTER V4 SHOWCASES EVOLVED, FULL SOUND
TO COMPLIMENT ROOT'S ICONIC HEAVY PLAYING STYLE**

HOLLYWOOD, Calif. (April 21, 2020)— Fender Musical Instruments Corporation (FMIC) today released the Jim Root Jazzmaster V4, the latest iteration of Fender's collaboration with the Slipknot guitarist. The newest model in Fender's Artist Signature Series captures the eclectic, fast and aggressive yet fluid playing style Root is known for. Now, with the Jim Root Jazzmaster V4, Jim can continue to entertain and inspire countless fans with a guitar that serves both metal and classic rock players at an accessible price point.

“A new decade brings a new opportunity to collaborate with Jim Root and work closely with him to materialize yet another of his artistic visions,” said Justin Norvell, EVP Fender Products. “From the new active EMG pickups to the all-new cosmetic treatment, this model, like its predecessors, offers a very different kind of playing experience for Jim Root fans, Slipknot fans, metal and rock fans who want a guitar spec’d for their playing style but with Fender looks.”

After receiving his first guitar at the age of 14, Root’s style continued to evolve over time. Throughout his 20-year relationship with Fender, Root has expressed his wide variety of inspirations with collaborations on a Telecaster®, Stratocaster®, and Jazzmaster. For heavy, molten metal riffage, the Jim Root Jazzmaster V4 showcases crushing detuned tone with a bold new look, providing players an opportunity to play heavier music while still rocking an iconic Fender guitar. Jim wanted to ensure that he had a accessibly-priced model for his fans that allowed players to boost the volume, cut through, and be heard. Over the course of a multi-decade relationship, Fender worked closely with the towering Slipknot guitarist to create a brutal-sounding signature Jazzmaster model that complements his heavy playing style. With only the crucial essentials on the guitar, the volume control and 3-way switch, this model brings a sleek and striking new look to Jim’s arsenal of tones.

“The Jazzmaster V4 is kind of like an evolution,” Root said. “It is so well balanced and feels so good to play on stage. It is all I want to play right now. It’s all about attitude—taking [a guitar] and making it your own. So much attitude can come from a vibe or a feeling or a notion – that vibe with this instrument is what got me to love guitars.”

New features inspired by the legendary guitarist’s preferences include: Jim Root signature active EMG pickups, a hardtail bridge and a sleek single knob volume control with a 3-way switch for deceptively simple access to crushing tones. The white neck binding with white pearloid block inlays reflects in dark light so players never have to be worried about losing their place. This all new model combines the resonance, authentic and iconic Jim Root tones all while looking sleek and minimalistic.

In true tradition, the Fender’s Artist Signature Series honors iconic musicians through product progression and storytelling, creating instruments inspired by the unique

specifications of the world's greatest guitarists and bassists. Learn more about the Jim Root Jazzmaster V4 and access product descriptions [here](#); images can be found [here](#).

[Learn more about Slipknot guitarist Jim Root as he sits down with Matt Sweeney and talks through his new signature Jazzmaster – featuring a Polar White satin finish, stripped-down controls and signature Daemonum open-coil EMG active pickups for his crushing metal sound in "Jim Root Jazzmaster V4 | Artist Signature Series | Fender". For additional information on new Fender products or to find a retail partner near you, visit \[www.fender.com\]\(http://www.fender.com\). Join the conversation on social media by following @Fender.](#)

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ABOUT THE JIM ROOT JAZZMASTER – \$1,399.99

For heavy, molten metal riffage, the Jim Root Jazzmaster V4 delivers crushing detuned tone with a bold new look. We worked closely with the towering Slipknot guitarist to create a brutal-sounding signature Jazzmaster model that complements his heavy playing style—right down to its signature Daemonum™ open-coil EMG® active pickups, shred-worthy 12" radius fingerboard with jumbo frets, sparse control layout and more. The Jim Root Jazzmaster V4 dispenses with frivolities such as a vibrato, rhythm circuit, tone control – only crucial essentials remain: a volume control, a 3-way switch and a hardtail bridge. Featuring a mahogany slab body for crushing lows and mids, brilliant Polar White satin finish, maple neck with bound ebony fingerboard and pearloid block inlays, this devastating machine delivers heavy tones with a striking new look

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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.

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