

FENDER® INTRODUCES NEW CALIFORNIA SERIES™ ACOUSTIC GUITARS

DESIGNED IN CALIFORNIA, THE CLASSIC, SPECIAL, PLAYER MODELS DEFY CONVENTION WITH ENERGETIC COLORS, STRATOCASTER HEADSTOCKS, INNOVATIVE FENDER BODY SHAPES

HOLLYWOOD, Calif. (March 20, 2018)—Fender Musical Instruments Corporation (FMIC) today released the all-new California Series acoustic guitars, celebrating the lifestyle and culture associated with the region and the brands Southern California roots. Energetic and independent, this family of guitars defies acoustic guitar conventions with a visible look and feel of Fender's famous electric guitars – from the Stratocaster® headstocks and vibrant colors, to the distinctive Fender body shapes that mark players as visionary artists. Lively-sounding – California Series acoustic guitars capture the laid back, yet energetic California lifestyle – from the beach to the festival stage.

The series features three original Fender body shapes – Malibu™, Newporter™ and Redondo™ – in several colors at three price points: California Classic (\$799.99), California Special (\$699.99) and California Player (\$399.99). These exclusive shapes boast refined geometry and unique bracing patterns designed for responsive, articulate tone. They are diverse body shapes that can give any guitarist a comfortable playing experience– from the small and narrow-waisted Malibu, ideal for recording, to the larger Redondo, suited for ensemble playing. Each model's personality is also defined by 11 vibrant and slick Fender colors, including some popularized in the electric guitar world: Cosmic Turquoise, Arctic Gold, Aqua Splash, Matte Black (California Special models only), Hot Rod Red Metallic, Candy Apple Red, Champagne, Rustic Copper, Electric Jade, Belmont Blue and Jetty Black.

"The California Series captures the true meaning of a Fender acoustic guitar," said Billy Martinez, VP Category Manager – Acoustics and Squier Divisions. "From the iconic 6-inline Stratocaster headstock to the original Fender body shapes and organic styling, everything

about these guitars is uniquely Fender making them the ultimate tools for artistic creative expression. Whether you're at the beach or rocking out with a band on stage, we're offering players of all levels a chance to express their own creative style, standing out in the crowd with the bright colors and energy these guitars give off."

Fender California Series acoustic guitars are already being used across multiple musical genres by top alternative, indie, punk and grunge artists/bands; they include: Culture Abuse – known for their try-anything approach to songwriting that wrestles disparate styles into something all their own; rising, LA-based punk act The Regrettes; Dear Boy, a bitter-sweet alternative rock band with roots in both post-punk and 90's British guitar pop, as well as singer-songwriter Aaron Lee Tasjan and guitarist Angela Petrilli – accompanying each on their musical journey toward exceptional artistry.

California Player models express unique personal style with bold looks and inspiring sound. The satin finish mahogany neck features an easy-to-play, slim-taper "C"-shaped profile suitable for any playing style. When it's time to plug in, solid-top California Player models also feature a Fishman pickup/preamp system for incredible amplified performance with pure, rich and resonant tone.

California Special models mix no-compromise attitude with top-notch build quality and sound. Optimized bracing reduces mass for superior resonance, while the upgraded bone nut and saddle grant them exceptional sustain. Featuring all-solid construction, the fully-painted solid Sitka spruce top and matching 6-in-line headstock give the models a shot of electrifying attitude and unconventional Fender style that loves to be both seen and heard.

California Classic models feature superb playability, distinctive looks and an unmistakable Fender vibe. The fully-painted solid Sitka spruce top and natural solid mahogany back and sides, as well as a matching painted 6-in-line headstock and koa binding and rosette, give them an elegant two-toned aesthetic that was made for the stage. California Special and California Classic acoustic guitars are equipped with a Fender- and Fishman-designed PM preamp specifically tuned to complement the unique shape and voice of each instrument—complete with tuner, frequency and phase controls.

The next step in a long-term commitment to growing the Fender acoustics category, the California Series is available beginning March 20, 2018 at local dealers and on www.Fender.com. Models include:

- Redondo Player - \$399.99
- Malibu Player - \$399.99
- Newporter Player - \$399.99
- Redondo Special - \$699.99
- Malibu Special - \$699.99
- Newporter Special - \$699.99
- Redondo Classic - \$799.99
- Malibu Classic - \$799.99
- Newporter Classic - \$799.99

To learn more about Fender's California Series and for product descriptions of each model, click [here](#) and watch the [launch video](#). For series product images, click [here](#). See here for a step-by-step breakdown and demo of the [Special](#), [Player](#) and [Classic](#) models in the California Series.

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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FENDER MEDIA CONTACT:

Christina Stejskal

Head of Communications

Fender Musical Instruments Corp.

CStejskal@Fender.com

Press@Fender.com

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

Fender Musical Instruments Corporation
press@fender.com

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