

FENDER® GROWS MODERN SQUIER® OFFERING WITH FOUR, ALL-NEW 'CONTEMPORARY SERIES' ELECTRIC GUITARS AND BASSES

CONTEMPORARY SERIES JAZZ BASS® AND JAZZMASTER® ADDITIONS BOAST MODERN DESIGN AESTHETICS, REDESIGNED SQR™ BRAND ACTIVE PICKUPS, MATTE FINISHES FOR MODERN TAKES ON CLASSIC MODELS

HOLLYWOOD, CALIF. (JUNE 29, 2018)—Fender Musical Instruments Corporation (FMIC) today announced the expansion of the Squier Contemporary Series with four models debuting at Summer NAMM in Nashville, Tenn.; they include all-new Jazz Bass and Jazzmaster models with an all-modern look, feel and aggressive tone at an accessible price. These additions mark the continued growth of modern Squier offerings to support today's aspiring players.

"After introducing the Contemporary Series earlier this year, the demand for our modern Squier offering continues to grow to meet the evolving needs of today's players," said Billy Martinez, VP Category Manager of Acoustics and Squier Divisions. "Now we're answering the call with new Jazz Bass models; and to celebrate the 60th anniversary of the Jazzmaster in 2018, we're introducing a contemporary twist on the model with redesigned Squier SQR active pickups - something that has never been done in the beginner line."

The Contemporary Active Jazzmaster HH ST looks as sinister as it sounds, sporting a matching headstock for a sleek aesthetic and black chrome hardware for a stealthy vibe. Powered by an active 9-volt circuit, the dual SQR™ ceramic humbucking pickups produce high-output tone ideal for crunchy rhythms and screaming solos. With a fast playing "C"-shape neck and stopbar tailpiece for stable tuning, this trailblazing rendition of a Fender classic is packed with player-centric features.

The embodiment of bold, the new Contemporary Jazz Bass combines exciting new features with classic style for a beast of a bass that's ready to rule the stage. Eye-catching appointments like a matching painted headstock for a cohesive aesthetic and brilliant chrome hardware are sure to command attention. Featuring two Squier ceramic single-coil pickups with a standard Jazz Bass control layout, the Contemporary Jazz Bass is primed to revolutionize.

Available in 4- and 5- string versions, the Contemporary Active Jazz Bass features all-new Matte Black and Matte White finishes and Squier SQR™ ceramic humbucking pickups that produce high fidelity tone great for any style. Further enhancing tone versatility is an active 9-volt preamp, offering intuitive controls for volume, pickup blend, traditional tone and stacked boost controls for bass and treble.

Trailblazing a truly timeless style, Squier Contemporary Series models offer a modern aesthetic, matching painted headstocks, ceramic pickups, 12"-radius fingerboards, premium finishes, and black chrome hardware on select models.

Models include:

- Contemporary Active Jazzmaster® HH ST - \$399.99
- Contemporary Jazz Bass® - \$349.99
- Contemporary Active Jazz Bass® HH - \$399.99
- Contemporary Active Jazz Bass® HH V - \$429.99

The Squier Contemporary Series features four new electric guitar and bass models available at local dealers and on www.Fender.com July 2018 and August 2018, respectively. To learn more about the Squier Contemporary Series and access detailed product/spec descriptions, click [here](#). Product images can be accessed [here](#). For program and lifestyle images of Fender Play, click [here](#).

For beginning players, their first riff is only minutes away with digital learning app [Fender Play](#), which teaches concepts through bite-sized video lessons using songs from their favorite artists. Also included in Fender Play are ukulele lessons, and later on, new R&B and metal genre paths and bass lessons. New players can sign up for a free 30-day trial at

Play.Fender.com and subscribe for \$9.99 a month thereafter, or take advantage of a year of unlimited lessons for only \$89.99.

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

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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