

FENDER® CUSTOM SHOP UNVEILS NEW INSTRUMENTS FOR SPRING

SCOTTSDALE, Ariz. (May 2, 2013) — The **FENDER CUSTOM SHOP**'s new spring instrument selection presents some of its most sophisticated and meticulously crafted product offerings to date, including four guitars and one bass.

The new **Limited Jazzmaster® Pro** guitar is the Fender Custom Shop's latest addition to its **Pro Collection**. Designed for players attracted to the classic Jazzmaster body style who seek more modern features, it has a lightweight ash body, single custom-voiced humbucking bridge pickup and two-point synchronized tremolo bridge machined from 1018 cold-rolled steel. Other premium features include a quartersawn maple neck, 9.5"-radius fingerboard with 6105 frets, gold anodized aluminum pickguard, Greasebucket™ tone control circuit (rolls off high end without adding bass) and locking tuners.

The **Limited Custom Deluxe Jazzmaster®** guitar recasts the classic Fender model in a beautiful select okoume body with a flame maple top and Honey Blonde finish, accentuated by a gold anodized aluminum pickguard and gold hardware. It also features an AAA flame maple neck, 9.5"-radius rosewood fingerboard with 6105 frets and mother-of-pearl dot inlays, Adjusto-Matic™ bridge with vintage-style floating tremolo tailpiece, and gold locking tuners.

The **Limited La Cabronita "Luchador" Stratocaster** guitar presents one of the most distinctive takes ever on the traditional Fender model. Simple and powerful, it speaks with a lean, mean voice from its single TV Jones® Power'Tron pickup. Other premium features include a quartersawn maple neck with Telecaster® headstock shape, 9.5"-radius maple fingerboard with 6105 frets, single-ply parchment pickguard, Greasebucket™ tone control circuit (rolls off high end without adding bass), hard-tail bridge with six stainless steel saddles, and chrome tuners with pearl buttons.

Sleek and powerful, the **Limited La Cabronita “Gato Gordo” Jaguar®** guitar takes Fender’s classic cat and revamps it for the modern pro player with a forceful TV Jones® Power’Tron pickup and standard Fender 25.5” scale length (versus the traditional 24” Jaguar scale length). It also features a quartersawn maple neck, 9.5”-radius maple fingerboard with 6105 frets, single-ply parchment pickguard, Greasebucket™ tone control circuit (rolls off high end without adding bass), hard-tail bridge with six stainless steel saddles, and chrome tuners with pearl buttons.

The **Limited Relic® 1955 Precision Bass®** guitar is a rare and distinctive Custom Shop instrument in that for the very first time, it comes in a special Black over Three-color Sunburst nitrocellulose lacquer finish. Other premium features include a lightweight ash body, quartersawn maple neck, 7.25”-radius maple fingerboard with vintage-style frets, custom-wound “stacked” ’51 Precision Bass pickup with chrome cover, single-ply parchment pickguard, vintage-style bridge with two “barrel” steel saddles and chrome cover, and flat-wound strings.

Each instrument includes a limited edition case, certificate of authenticity, strap, cable, picks and polishing cloth. Visit www.fender.com/custom-shop for more information.

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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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