



FENDER INNOVATION. VINTAGE INSPIRATION: INTRODUCING THE NEW 'AMERICAN ULTRA LUXE VINTAGE' GUITAR RANGE

**LATEST MODELS COMBINE MODERN PLAYABILITY WITH
AUTHENTIC VINTAGE VIBES, THANKS TO ELEMENTS LIKE PURE
VINTAGE PICKUPS, AGED HEIRLOOM™ LACQUER FINISHES, AND
STAINLESS-STEEL FRETS**

HOLLYWOOD, CALIF. (August 12, 2025) — [Fender Musical Instruments Corporation \(FMIC\)](#) today announces the launch of [American Ultra Luxe Vintage](#). Built upon the original American Ultra II models, this new collection represents the pinnacle of Fender innovation and craftsmanship, setting the benchmark for premium electric instruments whilst showcasing the finest of the brand's heritage – where timeless classics meet uncompromisingly modern technological refinement.

At the heart of this collection are the '50s and '60s custom editions of the legendary Stratocaster® and Telecaster® models. Paying homage to the golden era of Fender's innovation, these instruments all feature Pure Vintage Pickups with advanced electronics and S-1 Switching, to capture the distinctive sound and feel that has propelled the brand to

pioneer status in its field. Every curve, contour, and detail has been carefully reproduced and finished in Meticulously Aged Heirloom™ Nitrocellulose Lacquer, with each guitar model boasting a quartersawn maple neck with upgraded stainless steel frets.

Complementing these classics is the HSS '60s Stratocaster® model, an instrument designed to offer expanded tonal versatility without sacrificing its vintage soul. With its powerful Pure Vintage '61 Single-Coil Strat® pickups at the neck and a Haymaker™ Humbucker sitting by the bridge, this model provides an extensive sonic palette; from warm, nuanced cleans to searing, high-gain leads, all while maintaining the iconic Stratocaster® voice, also finished in Fender's trademark Meticulously Aged Heirloom™ Nitrocellulose Lacquer.

Key Features Include:

- **Heirloom™ lacquer finish:** A meticulously aged Heirloom lacquer finish lets the tone wood breathe as it wears naturally and uniquely.
- **Iconic pickups:** Get genuine classic Fender tone from the Pure Vintage pickups and powerful, articulate crunch from the Haymaker™ Humbucker.
- **Stainless steel frets:** Fast playing and nearly indestructible, stainless steel frets are preferred for their consistency and durability

"With the American Ultra Luxe Vintage series, we've redefined the balance between heritage and innovation," said Max Gutnik, Chief Product Officer, FMIC. "This collection honors our iconic legacy while pushing the boundaries of modern craftsmanship. Every detail is built for exceptional tone, feel, and timeless style. We're proud to offer players an elevated experience that respects tradition and sets a new standard for performance."

[Watch Horace Bray demo the new American Ultra Luxe Vintage series.](#)

The American Ultra Luxe Vintage series offers musicians the best of both worlds: classic Fender design, timeless elegance, and historical significance, combined with modern sonic engineering's unparalleled performance and versatility. These instruments are an evolution that honors the legacy that continues to define the Fender brand while being cherished by a new generation of players.

High-resolution product images [HERE](#) and lifestyle images can be viewed [HERE](#).

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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American Ultra Luxe '50s Stratocaster® (\$2,849.99-\$2,999.99 USD, £2,899.00 – £2,949.00 GBP, €3,449.00 – €3,499.00 EUR, \$5,199-\$5,399 AUD, ¥489,500 JPY) Representing the pinnacle of innovation and craftsmanship, Fender American Ultra Luxe sets the benchmark for premium electric instruments. The new American Ultra Luxe Vintage series takes it a step further, showcasing the finest of Fender heritage – where timeless classics meet uncompromising modern refinement. The American Ultra Luxe Vintage 50s Stratocaster® features premium ash or alder with carved contours that complement the aged Heirloom™ lacquer finish. Built for precision performance, the quartersawn maple neck with a Modern 'D' shape and Ultra rolled edges features medium jumbo stainless-steel frets, Luminlay® side dots and a Graph Tech TUSQ® nut. Each instrument features a tapered neck heel to ensure unparalleled access to the higher register. Under the hood, Pure Vintage '57 Strat® pickups deliver classic Fender tones, from sparkling cleans to rich, expressive leads. Performance hardware includes a precision-engineered 2-Point American Ultra synchronized tremolo with polished stainless steel block saddles, cold rolled steel block, and deluxe locking tuners for quick string changes and superior tuning stability. The American Ultra Luxe Vintage 50s Stratocaster® delivers flawless modern performance with distinctive classic design. Available in 3-Color Sunburst and White Blonde.

American Ultra Luxe '60s Stratocaster® (\$2,849.99 USD, £2,899 GBP, €3,449, \$5,199 AUD, ¥489,500 JPY) Representing the pinnacle of innovation and craftsmanship, Fender American Ultra Luxe sets the benchmark for premium electric instruments. The new American Ultra Luxe Vintage series takes it a step further, showcasing the finest of Fender heritage – where timeless classics meet uncompromising modern refinement. The American Ultra Luxe Vintage 60s Stratocaster features premium alder with carved contours that complement the aged Heirloom™ lacquer finish. Built for precision performance, the quartersawn maple neck with a Modern 'D' shape and Ultra rolled edges features medium jumbo stainless- steel frets, Luminlay® side dots, and a Graph Tech TUSQ® nut. Each instrument features a tapered neck heel to ensure unparalleled access to the higher

register. Under the hood, Pure Vintage '61 Strat® delivers classic Fender tones, from sparkling cleans to rich, expressive leads. Performance hardware includes a precision-engineered 2-Point American Ultra synchronized tremolo with polished stainless steel block saddles, cold rolled steel block, and deluxe locking tuners for quick string changes and superior tuning stability. The American Ultra Lux Vintage 60s Stratocaster® delivers flawless modern performance with distinctive classic design. Available in Ice Blue Metallic and Surf Green

American Ultra Luxe '60s Stratocaster® HSS (\$2,899.99 USD, £2,749 GBP, €3,249 EUR, \$5,299 AUD, ¥500,500 JPY) Representing the pinnacle of innovation and craftsmanship, Fender American Ultra Luxe sets the benchmark for premium electric instruments. The new American Ultra Luxe Vintage series takes it a step further, showcasing the finest of Fender heritage – where timeless classics meet uncompromising modern refinement. The American Ultra Luxe Vintage 60s Stratocaster® HSS features premium alder with carved contours that complement the aged Heirloom™ lacquer finish. Built for precision performance, the quartersawn maple neck with a Modern 'D' shape and Ultra rolled edges features medium jumbo stainless-steel frets, Luminlay® side dots, and a Graph Tech TUSQ® nut. Each instrument features a tapered neck heel to ensure unparalleled access to the higher register. Under the hood, Pure Vintage '61 Strat® single-coils deliver classic Fender tones, from sparkling cleans to rich, expressive leads while the Haymaker™ humbucker brings powerful, articulate crunch. Performance hardware includes a precision-engineered 2-Point American Ultra synchronized tremolo with polished stainless steel block saddles, cold rolled steel block, and deluxe locking tuners for quick string changes and superior tuning stability. The American Ultra Luxe Vintage 60s Stratocaster® HSS delivers flawless modern performance with distinctive classic design. Available in Fiesta Red and Sea Foam Green.

American Ultra Luxe '50s Telecaster® (\$2,999.99 USD, £2,949 GBP, €3,499 EUR, \$5,399 AUD, ¥511,500 JPY) Representing the pinnacle of innovation and craftsmanship, Fender American Ultra Luxe sets the benchmark for premium electric instruments. The new American Ultra Luxe Vintage series takes it a step further, showcasing the finest of Fender heritage – where timeless classics meet uncompromising modern refinement. The American Ultra Luxe Vintage 50s Telecaster® features premium ash with carved contours that complement the aged Heirloom™ lacquer finish. Built for precision performance, the

quartersawn maple neck with a Modern 'D' shape and Ultra rolled edges features medium jumbo stainless- steel frets, Luminlay® side dots, and a Graph Tech TUSQ® nut. Each instrument features a tapered neck heel to ensure unparalleled access to the higher register. Under the hood, Pure Vintage '51 Tele® pickups deliver classic Fender tones, from sparkling cleans to rich, expressive leads. Performance hardware includes a precision-engineered 6-saddle string-through-body bridge with brass block saddles and deluxe locking short post tuners for quick string changes and superior tuning stability. The American Ultra Luxe Vintage 50s Telecaster® delivers flawless modern performance with distinctive classic design. Available in Butterscotch Blonde and White Blonde.

American Ultra Luxe '60s Custom Telecaster® (\$2,999.99 USD, £2,949 GBP, €3,499 EUR, \$5,399 AUD, ¥511,500 JPY) Representing the pinnacle of innovation and craftsmanship, Fender American Ultra Luxe sets the benchmark for premium electric instruments. The new American Ultra Luxe Vintage series takes it a step further, showcasing the finest of Fender heritage – where timeless classics meet uncompromising modern refinement. The American Ultra Luxe Vintage 60s Custom Telecaster® features premium alder with carved contours that complement the aged Heirloom™ lacquer finish. Built for precision performance, the quartersawn maple neck with a Modern 'D' shape and Ultra rolled edges features medium jumbo stainless-steel frets, Luminlay® side dots, and a Graph Tech TUSQ® nut. Each instrument features a tapered neck heel to ensure unparalleled access to the higher register. Under the hood, Pure Vintage '63 Tele® pickups deliver classic Fender tones, from sparkling cleans to rich, expressive leads. Performance hardware includes a precision-engineered 6-saddle string-through-body bridge with chromed brass block saddles, and deluxe locking short post tuners for quick string changes and superior tuning stability. The American Ultra Luxe Vintage 60s Custom Telecaster® delivers flawless modern performance with distinctive classic design. Available in 3-Color Sunburst and Lake Placid Blue.

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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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