

FENDER CUSTOM SHOP SHOWCASES CRAFTSMANSHIP WITH LIMITED EDITION 2018 MID-YEAR COLLECTION, INTRODUCES JIMMIE VAUGHAN ARTIST SIGNATURE MODEL

HIGHLY COLLECTIBLE MID-YEAR MODELS TAKE PAISLEY DESIGNS, ARTISAN OFFERINGS, WOOD TREATMENT CAPABILITIES OF THE DREAM FACTORY TO NEW HEIGHTS

HOLLYWOOD, CALIF. (JUNE 29, 2018) – Fender Musical Instruments Corporation (FMIC) today announced the 2018 Fender Custom Shop Mid-Year Collection and Jimmie Vaughan Signature Stratocaster debuting at Summer NAMM in Nashville, Tenn. The collection features four highly-collectible, limited-edition models with various finish options and features – all showcasing the innovative spirit of the legendary Fender Custom Shop and its builders.

The Jimmie Vaughan Signature Stratocaster, priced at \$4,800.00, is representative of how Vaughan currently prepares his guitar for stage use. Throughout the design process, the Fender Custom Shop and Vaughan worked together to create new custom hand-wound JLV pickups, JLV modified #2 wiring and carefully selected colors – Aged Olympic White, Wide-Fade 2-Color Sunburst and Aged Aztec Gold. What resulted was a '50s-style Strat featuring a select alder body with a lush Closet Classic lacquer finish. The one-piece rift sawn maple neck has a custom "C" back shape with a 9.5-inch radius and 21 Jescar 57110 jumbo frets. A single-ply Eggshell pickguard, Custom Shop vintage synchronized tremolo and vintage-style tuning machines complete the package.

"We've had a Jimmie Vaughan artist signature model in our regular line for many years, but we thought it was time to do one in the Fender Custom Shop with updated and elevated

features,” said Mike Lewis, VP, Product Development – Fender Custom Shop. “The Mid-Year Collection is yet another representation of the limitless artistry and craftsmanship arising from the Dream Factory. We’re always inventing and pushing toward innovation at the Fender Custom Shop, and our semi-annual collections are where new ideas and capabilities are born.”

A testament to the Custom Shop’s constant quest for innovation, the 2018 Mid-Year Collection takes roasted wood bodies and necks, Paisley designs and popular Artisan offerings to the next level. Each model pushes the limits of guitar building to spark inspiration for future custom guitars.

2018 Mid-Year Collection Custom-built models making their debut at Summer NAMM, include:

- **2018 LTD ARTISAN MAPLE BURL THINLINE TELE® - \$4,850.00**
- **2018 LIMITED EDITION ‘51 HS TELE® RELIC® - \$4,050.00**
- **2018 LIMITED EDITION ‘60 ROASTED STRAT HEAVY RELIC® - \$4,700.00**
- **2018 LIMITED EDITION ‘68 PAISLEY STRAT® RELIC® - \$4,500.00**

2018 FENDER CUSTOM SHOP MID-YEAR COLLECTION:

2018 LTD ARTISAN MAPLE BURL THINLINE TELE®

Elegant exotic figuring and classic Fender tone combine in the Artisan Maple Burl Tele Thinline, a stunning instrument with astounding aesthetic appointments. The rich-sounding two-piece Fiji mahogany body is topped by a 4A Flame Maple Burl top that swirls with texture that’s unique to each guitar. Crafted from 3A Birdseye maple, the “ ‘63 C”-shaped neck is ideal for any playing style, and the 9.5”-radius African blackwood fingerboard sports 21 player-friendly 6105 frets. The hand-wound ‘51 Loaded Nocaster® bridge pickup is matched with a hand-wound ‘51 Open Loaded Nocaster neck pickup and Fat ‘50s wiring for fat Fender Tele tone that snarls and sings. Tortoiseshell binding and herringbone purfling on the top complete the package. Other features include 3-way switch, 1-ply Tortoiseshell pickguard, ‘58-‘63 Tele bridge with RSD brass saddles, vintage-style tuning machines with rare Tortoiseshell buttons, bone nut and wing string tree. Offered in Aged Natural, this model includes a strap, deluxe hardshell case and Certificate of Authenticity.

2018 LIMITED EDITION '51 HS TELE® RELIC®

Combining authentic Fender feel with a favorite player's modification, the Limited Edition '51 HS Tele Relic adds fat, high output sound to the traditional twang of a Tele. The hand-wound '50-'51 "Crushed" Blackguard single-coil bridge pickup is joined by a Seymour Duncan® Seth Lover SH-55 humbucking neck pickup for a one-two punch of tone. We customized a dual-stack HS Tele wiring to create the perfect sonic balance between the two, incorporating 250k/500k potentiometers on the volume and tone controls to ensure compatibility. The two-piece off-center ash body wears a Relic flashcoat lacquer finish, giving it the look and feel of a well-loved instrument that's seen many a stage and tour bus. Sporting a dark tinted Relic flashcoat lacquer finish, the riftsawn maple neck sports a "10/56 V"-shaped profile that's ideal for all playing styles. For ultimate comfort and playability, the Fender Custom Shop topped the neck with a 7.25"-9.5" compound-radius fingerboard and 21 50085 medium-vintage frets. The vintage-style Nocaster bridge features compensated brass saddles for authentic Fender tone and superior intonation. Other features include a 3-way pickup switch, single-ply Black phenolic pickguard, vintage-style tuning machines, bone nut and round string tree. Offered in Aged Nocaster Blonde and Wide-Fade 2-Color Sunburst, these models include a deluxe hardshell case, strap and a Certificate of Authenticity.

2018 LIMITED EDITION '60 ROASTED STRAT HEAVY RELIC®

Inspired by a classic 1960 Stratocaster and tweaked for modern players, the Limited Edition '60 Roasted Strat Heavy Relic begs to be picked up and played. We started with a roasted alder body and ultra-stable quartersawn maple neck with a " '60 Oval C"-shaped profile, ideal for almost any playing style. Then we roasted the wood, making it more resonant for enhanced sustain, and adding a delectable chocolate- like aesthetic. The heavy Relic lacquer finish gives it the look and comfortable playing feel of a well-loved instrument that's been in service for decades. Hot-rodded with a trio of hand-wound Ancho Poblano single-coil pickups—including a RWRP middle pickup to reduce hum— and Vintage Modified #2 wiring, this Strat sings with spicy, balanced tone that can make your music come alive in new ways. The 12"-radius rosewood fingerboard features extra-rolled edges and wears 21 57110 super-jumbo frets for sublime playing feel. Other features include a nitro Tortoiseshell

pickguard, 5-way pickup switch, American Vintage synchronized tremolo bridge, vintage-style tuning machines, bone nut and wing string tree with a metal spacer. Offered in Aged Vintage White, Faded Aged Fiesta Red and Aged Black, these models include a deluxe hardshell case, strap and Certificate of Authenticity.

2018 LIMITED EDITION '68 PAISLEY STRAT® RELIC®

A standout classic, the '68 Paisley instruments feature a bold, psychedelic-inspired aesthetic straight from the "flower power" era. The Limited Edition '68 Paisley Strat Relic is an homage to these storied instruments, combining vintage-cool style with modern playability and tone. The two-piece alder body wears a Relic lacquer finish that will wear in a distinctly personal way. The lightly tinted riftsawn maple neck sports a urethane finish and medium-tinted lacquer headstock face—just like the originals. The "C"-shaped profile is comfortable for any playing style and the 9.5"-radius round-lam maple fingerboard hosts 21 6105 frets. The 3-ply, paisley covered Parchment pickguard hosts a trio of hand-wound single-coil pickups for authentic Fender tone: a Texas Special bridge pickup, RWRP Fat '50's middle pickup to reduce hum and a '69 neck pickup, all tied together with Vintage Modified #2 wiring. Other features include an American Vintage synchronized tremolo bridge, vintage-style tuning machines, bone nut and wing string tree with a nylon spacer. Offered in Pink Paisley and Black Paisley, these models include a deluxe hardshell case, strap and Certificate of Authenticity.

Fender Custom Shop models will be available for purchase at local authorized dealers and on can be previewed at www.fendercustomshop.com throughout 2018 and beyond. Select product images can be accessed [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.

FENDER MEDIA CONTACT:

Christina StejskalHead of CommunicationsFender Musical Instruments Corp.
CStejskal@Fender.comPress@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

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Fender Musical Instruments Corporation
press@fender.com

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