



EIGHT DECADES IN, FENDER UNVEILS 2026 PRODUCT LINE AS LANDMARK ANNIVERSARY YEAR BEGINS

**PRODUCT LINE INCLUDES NEW SQUIER SONIC® AND MINIS, HOT
ROD DELUXE™ 30TH ANNIVERSARY AMP, STROBO-SONIC PRO™
TUNER PEDAL, EXPANDED ACCESSORIES AND MORE**

HOLLYWOOD, Calif. (January 15, 2026) — 2026 is set to be a pivotal year for Fender Musical Instruments Corporation (FMIC) as it gears up to celebrate the brand's 80th anniversary as well as 75th anniversary of the Telecaster and Precision Bass. With innovation, quality, and the brand's renowned craftsmanship firmly at the forefront, Fender is kicking off the year by unveiling a new range of instruments, amps, and accessories.

Putting the evolving needs of today's genre-spanning players at the heart of the latest lineup, notable highlights include a stunning new 30th anniversary edition of Fender's legendary Hot Rod amp, new Squier Sonic and Minis, alongside new pedals and an array of accessories.

“Our 2026 product line showcases how Fender continues to evolve with today’s players while staying true to Fender’s legacy of craftsmanship,” said Max Gutnik, Chief Product Officer at Fender. “As we celebrate the brand’s 80th anniversary alongside 75 years of the Telecaster and Precision Bass, this new range from Squier to updated amps, underscores how we’re continuing to innovate with the same craftsmanship and player-centric focus that shaped these classics. This launch marks just the beginning of a full year of new products and announcements celebrating these milestones.”

2026 NEW PRODUCT INTRODUCTIONS

SQUIER

Mini Stratocaster® (\$199.99 USD, £179.99 GBP, €209.99 EUR, \$369 AUD, ¥39,600 JPY)

The Squier Mini Stratocaster® is the perfect companion for players seeking a reduced-size instrument with classic styling and familiar Fender® tone. Highlights include a thin and lightweight body, an easy-to-play “C”-shaped neck profile, a trio of Squier single-coil pickups with 5-way switching for sonic variety, and a hardtail bridge for solid tuning stability. Finish options include California Blue with Maple Fingerboard and White Pickguard, Sea Foam Green with Maple Fingerboard and White Pickguard, Black with Laurel Fingerboard and White Pickguard, Dakota Red with Laurel Fingerboard and White Pickguard, Shell Pink with Laurel Fingerboard and White Pickguard, Torino Red with Laurel Fingerboard and White Pickguard, Pink with Laurel Fingerboard and White Pickguard.

Mini Precision Bass® (\$209.99 USD, £189.99 GBP, €219.99 EUR, \$429 AUD, ¥39,600 JPY)

The Squier Mini Precision Bass® is the perfect companion for players seeking a reduced-size instrument with classic styling and familiar Fender® tone. Highlights include a thin and lightweight body, a short-scale neck with an easy-to-play “C”-shaped profile, a Squier split single-coil pickup with volume and tone controls for sonic variety, and a hardtail bridge for solid tuning stability. Finish options include 2-Color Sunburst with Laurel Fingerboard and White Pickguard, Black with Laurel Fingerboard and White Pickguard, Dakota Red with Laurel Fingerboard and White Pickguard.

Squier Sonic® Stratocaster® (\$249.99 USD, £189.99 GBP, €219.99 EUR, \$429 AUD,

¥35,200 JPY) The Squier Sonic® Stratocaster® is ready to launch any musical adventure

into warp speed, offering iconic Fender® style and inspiring tone for players at any stage. This Strat® sports a slim and inviting “C”-shaped neck profile and a thin, lightweight body for optimal playing comfort while a trio of Squier® single-coil pickups chime with crystal clarity for a wide variety of versatile tones. Further details of this model include a tremolo bridge for expressive vibrato effects, sealed-gear tuning machines for smooth, accurate tuning and durable chrome-plated hardware that is sure to catch the spotlight. Finish options include Sienna Sunburst with Laurel Fingerboard and White Pickguard, Ultraviolet with Laurel Fingerboard, White Pickguard, California Blue with Laurel Fingerboard and Black Pickguard, 2-Color Sunburst with Maple Fingerboard and White Pickguard, and Black with Maple Fingerboard and White Pickguard.

Squier Sonic® Stratocaster® HSS (\$249.99 USD, £189.99 GBP, €219.19 EUR, \$429 AUD, ¥35,200 JPY) The Squier Sonic® Stratocaster® HSS is ready to launch any musical adventure into warp speed, offering iconic Fender® style and inspiring tone for players at any stage. This Strat® sports a slim and inviting “C”-shaped neck profile and a thin, lightweight body for optimal playing comfort. The HSS pickup configuration denotes a humbucking (H) bridge pickup for substantial, high-output tone, complimenting the single-coil (S) neck and middle pickups that chime with crystal clarity. Further details of this model include a tremolo bridge for expressive vibrato effects, sealed-gear tuning machines for smooth, accurate tuning and durable chrome-plated hardware that is sure to catch the spotlight. Finish options include Midnight Blue with Maple Fingerboard and Black Pickguard, Tahitian Coral with Maple Fingerboard and White Pickguard, Black with Maple Fingerboard and Black Pickguard.

Squier Sonic® Stratocaster® HT (\$249.99 USD, £189.99 GBP, €219.99 EUR, \$429 AUD, ¥35,200 JPY) The Squier Sonic® Stratocaster® HT is ready to launch any musical adventure into warp speed, offering iconic Fender® style and inspiring tone for players at any stage. This Strat® sports a slim and inviting “C”-shaped neck profile and a thin, lightweight body for optimal playing comfort while a trio of Squier® single-coil pickups chime with crystal clarity for a wide variety of versatile tones. Further details of this model include a 6-saddle hardtail bridge (HT) for reliable intonation, sealed-gear tuning machines for smooth, accurate tuning and durable chrome-plated hardware that is sure to catch the spotlight. Finish options include Sea Foam Green with Maple Fingerboard and White Pickguard,

Torino Red with Laurel Fingerboard and White Pickguard, Arctic White with Maple Fingerboard and White Pickguard.

Squier Sonic® Stratocaster® HT H (\$249.99 USD, £189.99 GBP, €219.99 EUR, \$429 AUD, ¥35,200 JPY) The Squier Sonic® Stratocaster® HT H is ready to launch any musical adventure into warp speed, offering iconic Fender® style and inspiring tone for players at any stage. This Strat® sports a slim and inviting “C”-shaped neck profile and a thin, lightweight body for optimal playing comfort while a Squier® humbucking (H) bridge pickup delivers substantial, high-output tone. Further details of this model include a 6-saddle hardtail bridge (HT) for reliable intonation, sealed-gear tuning machines for smooth, accurate tuning and durable chrome-plated hardware that is sure to catch the spotlight. Finish options include Sonic Blue with Maple Fingerboard and White Pickguard, Black with Laurel Fingerboard and Black Pickguard, Flash Pink with Maple Fingerboard and White Pickguard.

Squier Sonic® Telecaster® (\$249.99 USD, £189.99 GBP, €219.99 EUR, \$429 AUD, ¥35,200 JPY) The Squier Sonic® Telecaster® is ready to launch any musical adventure into warp speed, offering iconic Fender® style and inspiring tone for players at any stage. This Tele® sports a slim and inviting “C”-shaped neck profile and a thin, lightweight body for optimal playing comfort while a pair of Squier® single-coil pickups chime with crystal clarity for a wide variety of versatile tones. Further details of this model include a 6-saddle hardtail bridge for reliable intonation, sealed-gear tuning machines for smooth, accurate tuning and durable chrome-plated hardware that is sure to catch the spotlight. Finish options include Canary Yellow with Laurel Fingerboard and White Pickguard, California Blue with Laurel Fingerboard and White Pickguard, Torino Red with Laurel Fingerboard and Black Pickguard, Black with Maple Fingerboard and White Pickguard, Butterscotch Blonde with Maple Fingerboard and Black Pickguard.

Squier Sonic® Esquire® H (\$249.99 USD, £189.99 GBP, €219.99 EUR, \$429 AUD, ¥35,200 JPY) The Squier Sonic® Esquire® H is ready to launch any musical adventure into warp speed, offering iconic Fender® style and inspiring tone for players at any stage. This Esquire sports a slim and inviting “C”-shaped neck profile and a thin, lightweight body for optimal playing comfort while a Squier® humbucking (H) bridge pickup delivers substantial, high-output tone. Further details of this model include a 6-saddle hardtail bridge for reliable

intonation, sealed-gear tuning machines for smooth, accurate tuning and durable chrome-plated hardware that is sure to catch the spotlight. Finish options include Olive with Laurel Fingerboard and Black Pickguard, Ultraviolet with Laurel Fingerboard and Black Pickguard, Arctic White with Maple Fingerboard and Black Pickguard.

Squier Sonic® Mustang® (\$249.99 USD, £189.99 GBP, €219.99 EUR, \$429 AUD, ¥35,200

JPY) The Squier Sonic® Mustang® is ready to launch any musical adventure into warp speed, offering iconic Fender® style and inspiring tone for players at any stage. This Mustang sports a slim and inviting “C”-shaped neck profile and a thin, lightweight body for optimal playing comfort while a pair of Squier® single-coil pickups chime with crystal clarity for a wide variety of versatile tones. Further details of this model include a short 24” scale length, 6-saddle hardtail bridge for reliable intonation, sealed-gear tuning machines for smooth, accurate tuning and durable chrome-plated hardware that is sure to catch the spotlight. Finish options include Daphne Blue in Maple Fingerboard and White Pickguard, 2-Color Sunburst in Maple Fingerboard and White Pickguard, Torino Red in Maple Fingerboard and White Pickguard.

Squier Sonic® Mustang® HH (\$249.99 USD, £189.99 GBP, €219.99 EUR, \$429 AUD,

¥35,200 JPY) The Squier Sonic® Mustang® HH is ready to launch any musical adventure into warp speed, offering iconic Fender® style and inspiring tone for players at any stage. This Mustang sports a slim and inviting “C”-shaped neck profile and a thin, lightweight body for optimal playing comfort while a pair of Squier® humbucking pickups (HH) serve up substantial, high-output tone. Further details of this model include a short 24” scale length, 6-saddle hardtail bridge for reliable intonation, sealed-gear tuning machines for smooth, accurate tuning and durable chrome-plated hardware that is sure to catch the spotlight. Finish options include Black with Laurel Fingerboard and Black Pickguard, California Blue with Laurel Fingerboard and Black Pickguard, Flash Pink with Maple Fingerboard and White Pickguard.

Squier Sonic® Bronco® Bass (\$259.99 USD, £209.99 GBP, €249.99 EUR, \$479 AUD,

¥35,200 JPY) The Squier Sonic® Bronco® Bass is ready to launch any musical adventure into warp speed, offering iconic Fender® style and inspiring tone for players at any stage. This Bronco Bass sports a slim and inviting “C”-shaped neck profile with a narrow 1.5” nut width and a thin, lightweight body for optimal playing comfort while a Squier® single-coil

pickup delivers punchy bass tone. Further details of this model include a short 30" scale length, 4-saddle hardtail bridge for precise intonation adjustment, sealed-gear tuning machines for smooth, accurate tuning and durable chrome-plated hardware that is sure to catch the spotlight. Finish options include Daphne Blue with Laurel Fingerboard and White Pickguard, Black with Laurel Fingerboard and White Pickguard, Tahitian Coral with Maple Fingerboard and White Pickguard, Arctic White with Maple Fingerboard and White Pickguard.

Squier Sonic® Precision Bass® (\$269.99 USD, £209.99 GBP, €249.99 EUR, \$499 AUD, ¥35,200 JPY) The Squier Sonic® Precision Bass® is ready to launch any musical adventure into warp speed, offering iconic Fender® style and inspiring tone for players at any stage. This P Bass® sports a slim and inviting "C"-shaped neck profile with a narrow 1.5" nut width and a thin, lightweight body for optimal playing comfort while a Squier® split single-coil pickup delivers punchy bass tone. Further details of this model include a 4-saddle hardtail bridge for precise intonation adjustment, open-gear tuning machines for smooth, accurate tuning and durable chrome-plated hardware that is sure to catch the spotlight. Finish options include Midnight Blue with Laurel Fingerboard and White Pickguard, Black with Laurel Fingerboard and White Pickguard, 2-Color Sunburst with Maple Fingerboard and White Pickguard, California Blue with Maple Fingerboard and White Pickguard.

Available **July 2026**. For product images, click [**HERE**](#).

FENDER AMPS

Hot Rod Deluxe™ 30th Anniversary (\$1,299.99 USD, £1,269 GBP, €1,489 EUR, \$2299 AUD, ¥203,500 JPY) For the past 30 years the Fender® Hot Rod Deluxe™ has been the quintessential backline amplifier on stages and in studios around the world. It's perfect for players that need classic Fender cleans, a separate overdrive channel or just the perfect pedal platform. The Hot Rod Deluxe™ 30th Anniversary amplifier celebrates the legacy of this modern classic with a Limited-Edition version of the 40-watt road warrior that looks as incredible as it sounds. Features include: 40 watts; Normal, Drive, and More Drive channels Commemorative Black Western covering and vintage '50s brown and gold grille cloth, Celestion 12" G12M-65 Creamback Speaker, Polished stainless steel faceplate with Black

chickenhead knobs, Leather handle, Modified preamp circuitry for increased overdriven note definition and Spring reverb modified for improved smoothness. The lightweight pine cabinet Includes 2-button footswitch and cover. Included is a certificate of authenticity.

Available **March 2026**. For product images, click [HERE](#).

Fender Mustang® Micro Plus Bass Expansion Update (FREE) Get ready to drop the hammer on the low end. Fender is launching a massive bass firmware update for the Mustang Micro Plus. This isn't just bass capability... It's a full-blown bass rig revolution in headphones, turning the Micro Plus into the ultimate silent-practice accessory for *both* guitarists and bassists. Unlock ten iconic bass tones that defined eras. Feel the thunder of the Super Bassman®, the modern punch of the Rumble V2/V3, the vintage snarl of the Bassman TV, and the huge headroom of the Dual Showman. Then dive into studio-ready warmth with the SWR® Redhead™, rock-solid grit from the Rockin' Peg, classic thump from the Flip Top, and sheer force from the KGB 800 and Monster. Every amp is meticulously crafted to sound so real, often forgetting practice is happening in silence. And for players with hot pickups or active electronics, we've added a Switchable Input Pad to keep everything clean, controlled, and pro-level.

Available **January 2026**. For product images, click [HERE](#).

FENDER PEDALS

Strobo-Sonic Pro™ Tuner Pedal (\$129.99 USD, £95.00 GBP, €115.00 EUR, \$189.00 AUD, ¥14,300 JPY) Strobo-Sonic Pro is ultra precise strobe tuner anyone can use, featuring an astonishing ± 0.01 cent tuning accuracy in an incredibly pedalboard- friendly package. Designed with on-stage tuning in mind, the Strobo-Sonic Pro™ features a large, high-visibility LED display, auto brightness dimming and two easily trackable tuning display modes to provide effortless tuning for any player. Strobe display mode delivers hyper-sensitive accuracy that even the most discerning guitar tech will appreciate, while needle display mode provides a familiar tuning experience for any situation. Conveniently accessible side switches offer deeper control of the reference pitch and three bypass modes including true bypass, buffered bypass and buffered always-on modes.

Available **March 2026**. For product images, click [HERE](#).

FENDER ACCESSORIES

American Professional Classic Necks (\$619.99 USD, £589 GBP, €699 EUR, 1199 AUD, ¥90,200 JPY)

The story of Fender's modular design began in 1946, and guitarists have been writing their own chapters ever since. Fender's pioneering bolt-on neck construction wasn't just about making guitars easier to service—it was about giving players the power to shape their sound. Today, every genuine Fender replacement neck carries that legacy forward, offering endless possibilities for customization, restoration, and reinvention.

Crafted in the same facility as U.S.-made instruments, the American Professional Classic necks work well with almost any playing style. Features include our comfortable "Modern C" neck profile with a satin urethane finish that gives it a smooth, fast playing feel. The 9.5"-radius fingerboard with medium jumbo frets provides fast fretting and easy playability, while the hand-rolled fingerboard edges provide a slightly broken-in feel. The synthetic bone nut is pre-slotted with "pilot" string location grooves to make spacing a breeze when performing the final string slot filing. For true Fender authenticity, it's also serialized and laser engraved with our "Genuine Fender Parts" logo on the heel. Model options include:

- **American Professional Classic Stratocaster® Neck in Rosewood and Maple**
- **American Professional Classic Telecaster® Neck in Rosewood and Maple**
- **American Professional Classic Jazzmaster® Neck in Rosewood**
- **American Professional Classic Jaguar® Neck in Rosewood**

Deluxe Wooden 2-Tier Multi Stand (\$99.99 USD, £91.99 GBP, €109 EUR, \$159 AUD, ¥16,500 JPY)

Introducing Fender's innovative line of Gear Furniture, featuring beautifully crafted, upscale stand solutions to serve players and collectors alike. Expertly designed with durable materials, this collection provides a stylish and functional way for players to proudly display gear. Elevate a music space with the Fender® 2-Tier Wooden Guitar Stand. Designed to hold an acoustic and an electric guitar, it features solid, sturdy construction, soft foam padding, and a rich walnut veneer finish that complements any room. Complete with a laser-etched Fender logo, it's the perfect blend of form, function, and Fender legacy.

Deluxe Wooden Wall-Mounted Pedal Shelf (\$79.99 USD, £74.99 GBP, €89 EUR, \$139 AUD, ¥13,200 JPY) Transform effects pedals into a centerpiece with the Deluxe Wooden Pedal Shelf. This 24" angled shelf puts multiple pedals within easy reach while instantly enhancing a space. Made from durable plywood with a rich walnut veneer and a laser-etched Fender logo, this wall mounted shelf offers both a stylish display and convenient storage. Hardware and instructions are included—combine multiple shelves to create an expanded, custom pedal display.

2" Galaxy Strap (\$31.99 USD, £28.99 GBP, €34.99 EUR, \$49 AUD, ¥3,850 JPY) Turn heads with every chord. The Fender Galaxy Strap combines bold iridescent design with shimmering style and stage-ready durability, giving guitars a look that stands out from every angle. Reinforced Fender "F" leather cone ends keep instruments secure while playing. Durable, eye-catching, and built to perform—this strap adds a touch of cosmic flair to any musician's setup.

Classic Series Strat®/Tele® Galaxy Wood Case (\$299.99 USD, £249 GBP, €299 EUR, \$399 AUD, ¥35,200 JPY) Turn heads before even hitting the stage. The Classic Series Galaxy Case puts a modern spin on Fender's iconic style with an iridescent Tolex exterior that shimmers from every angle. Plush cream acrylic lining keeps Stratocaster or Telecaster guitars secure, while durable construction ensures lasting reliability—where classic design meets cosmic flair.

Contour™ Galaxy Instrument Cable (\$44.99 USD, £33.99 GBP, €39.99 EUR, \$55 AUD, ¥4,400 JPY) Add some shimmer to the signal chain. The Fender Galaxy Cable brings stage-ready tone and striking style together in one premium design. Wrapped in iridescent faux leather that catches the light from every angle, it combines solid construction with 90% oxygen-free copper spiral shielding and durable nickel-plated connectors for crystal-clear sound players can rely on. Built to perform and built to last, this cable delivers durability, clarity, and unmistakable Fender attitude.

Professional Hi-Fi Ear Plugs* (\$29.99 USD, £27.99 GBP, €32.99 EUR, \$45 AUD, ¥3,850 JPY) Experience crystal-clear sound reduction with the Fender Professional Hi-Fi Plugs – advanced ear protection that maintains audio fidelity while protecting the user's hearing. The high-level 20dB filters deliver consistent attenuation across frequencies, ensuring music

sounds natural and balanced at safer volumes. Complete with both small and standard ear plug sizes plus a convenient mini aluminum case with clip, these ear plugs are perfect for musicians and music lovers who demand premium-quality hearing protection.

Deluxe Hi-Fi Ear Plugs* (\$44.99 USD, £41.99 GBP, €49.99 EUR, \$65 AUD, ¥5,280 JPY)

Enjoy superior sound quality and protection with Deluxe Hi-Fi Plugs, featuring three interchangeable filter levels to customize protection. Whether consumers need medium protection for practice sessions, high attenuation for loud venues, or maximum reduction for extreme environments, these Deluxe Hi-Fi Plugs deliver exceptional sound quality at every level. The premium package includes multiple ear plug sizes, a connector cord to prevent loss, and a sophisticated dual-chamber aluminum case with clip for organized, portable storage.

Concert Foam Ear Plugs - 10 Pairs* (\$14.99 USD, £13.99 GBP, €16.99 EUR, \$25 AUD,

¥2,200 JPY) Keep the music loud and clear—without the ringing ears. Concert Foam Ear Plugs are made from soft, lightweight red foam that seals comfortably while cutting down harmful noise levels. With 10 pairs in every pack, players always have reliable protection on hand for shows, rehearsals, and jam sessions.

Tex-Mex™ Hot Stratocaster® Pickups Set (\$99.99 USD, £99.99 GBP, €119 EUR, \$199 AUD,

¥17,600 JPY) Building on the classic sparkle and bite of Tex-Mex™ Strat® pickups, this overwound set adds just the right amount of extra spice to a sound. With a slight increase in the number of turns, players get more output, extra punch in the mids, and a touch more growl—without losing the clarity that makes Tex-Mex™ pickups a player favorite. Perfect for pushing an amp into overdrive while still keeping that unmistakable Stratocaster®.

Tex-Mex™ Hot Telecaster® Pickups Set (\$79.99 USD, £82.99 GBP, €99 EUR, \$159 AUD,

¥14,300 JPY)

Building on the classic twang and bite of Tex-Mex™ Tele® pickups, this overwound set adds just the right amount of extra spice to a sound. With a slight increase in the number of turns, players get more output, extra punch in the mids, and a touch more growl—without losing the clarity that makes Tex-Mex™ pickups a player favorite. Perfect for pushing an amp into overdrive while still keeping that unmistakable Telecaster® bite.

Available **Spring 2026**. For product images, click [**HERE**](#).

**Professional Hi-Fi Ear Plugs, Deluxe Hi-Fi Ear Plugs, and Concert Foam Ear Plugs are intended for hearing protection only. They are not intended to diagnose, treat, cure, or prevent any disease or medical condition, including hearing loss.*

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 on all social platforms.

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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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<https://fender.pr.co/270267-eight-decades-in-fender-unveils-2026-product-line-as-landmark-anniversary-year-begins/>