

FENDER® INTRODUCES NEW MOD SHOP DIGITAL CUSTOM GUITAR STUDIO

ICONIC GUITAR BRAND CHAMPIONS PROGRESSIVE PLAYERS' PERSONALIZED NEEDS WITH INNOVATIVE NEW DIGITAL MODIFICATION EXPERIENCE

BURBANK, Calif. (June 23, 2016) – Fender Musical Instruments Corporation (FMIC) announces the unveiling of their Fender Custom Shop Mid-Year Collection models as well as the “80 Proof” Blues Junior™ Limited Edition amplifier, just in time for Summer NAMM 2016 in Nashville, TN. The Mid-Year Collection boasts six new limited edition handcrafted creations including the Journeyman Relic® “59 Special” Strat®, Heavy Relic H/S Tele®, Relic H/S Strat, Heavy Relic El Diablo Strat, Relic H/S Strat, Relic ‘50s Thinline Tele and the Artisan Tele Caballo Tono Ligero – Koa. These Mid-Year Collection guitars are also joined by the new Pete Townshend Stratocaster®, the latest addition to the Limited Edition artist models. The new “80 Proof” Blues Junior Limited Edition amplifier packs 15 watts of power. It is encased in a cabinet lovingly handcrafted from reclaimed bourbon barrels. These barrels bear distinct stamps and markings from the various source distilleries. Show attendees will have the opportunity to see—and experience—the company’s latest upgrades to its Custom Shop Collection that continues to solidify Fender’s continuous innovation in custom guitars.

“We are very proud to add the Pete Townshend Strat, mid-year limited edition releases and the “80 Proof” Blues Junior™ to our custom shop family offerings,” says Mike Lewis, Vice President Product Development- Fender Custom Shop. “We pride ourselves on always developing new techniques and materials, with many of our developments being showcased in this this collection. Our creations span beyond just instruments and are valued collectible investments that we are honored to create.”

Handcrafted in Corona, Calif., Fender Custom Shop has built a worldwide reputation for their skilled craftsmanship and the artistry showcased in their product offerings that range

from the fine to the fantastic.

FENDER CUSTOM SHOP – Amplifiers

“80 Proof” Blues Junior Limited Edition: Launching June 2016

Like a 23-year aged whiskey, the venerable Fender Blues Junior has only improved with age. This limited-edition version of the 15-watt wonder is encased in a cabinet lovingly handcrafted from reclaimed bourbon barrels that feature distinct stamps and markings from the various source distilleries. Matching hand-aged components enhance the cabinet, crafting a highly collectible piece of history limited to 100 units worldwide. Features include a solid oak cabinet crafted from reclaimed whiskey barrels and one 12” 8-ohm Jensen® speaker. It also offers three 12AX7 preamp tubes, two EL84 power tubes, an onboard spring reverb, and a FAT boost.

FENDER CUSTOM SHOP – Limited Edition Artist Model

Limited Edition Pete Townshend Stratocaster

Known for his pummeling guitar work with The Who, Pete Townshend introduced a new sonic and visual vocabulary to rock ‘n’ roll with his masterful playing. The Fender Custom Shop is proud to present the Limited Edition Pete Townshend Stratocaster to players and fans. Designed to meet Townshend’s wide-ranging needs while performing his classic catalog, this instrument is the perfect palette for guitarists who need both acoustic and electric sounds without switching instruments. Features include a two-post Fishman™ Powerbridge tremolo bridge, three Lace Sensor Gold™ single-coil pickups, an extra control mounted behind the bridge, and a “Soft V”-shaped neck. The 4-bolt neck plate features Micro-Tilt™ adjustment. This limited edition model includes a Torino Red body with a N.O.S. (New Old Stock) finish, maple neck and fingerboard, 3-ply W/B/W pickguard and chrome hardware.

FENDER CUSTOM SHOP – Mid-Year Collection: Launching June 2016

Limited Edition Journeyman Relic “59 Special” Strat

Uniting vintage features with modern favorites, the Limited Edition Journeyman Relic “59 Special” Strat is an exceptional guitar that could only spring from the minds at the Fender Custom Shop. Features include a trio of high-output hand-wound Custom Shop Ancho Poblano Stratocaster pickups, special Strat Blender wiring, a Greasebucket™ tone control circuit and Tone Saver Treble Bleed on the master volume control. This limited edition model includes a one-piece AAA flame maple neck sporting a 1959 “C”-shaped profile, along with a slab rosewood fingerboard featuring a 9.5”-radius and 21 6100 jumbo frets. The two-piece select alder body sports a Journeyman Relic treatment and the neck has a Heavy Relic treatment. Other features include an eight-hole 3-ply Mint Green pickguard and six-saddle American Vintage synchronized tremolo bridge, which received a Relic treatment. Also includes a four-bolt “Limited Edition” engraved neck plate, Certificate of Authenticity and a deluxe hardshell case.

Limited Edition Heavy Relic H/S Tele

The Custom Shop’s Limited Edition Heavy Relic H/S Tele is for the player who wants to look and sound totally unique. The two-piece body is crafted from hand-selected alder, carefully chosen by the Custom Shop for its tone, weight and appearance. Features include a hand-wound Custom Shop Twisted Tele single-coil bridge pickup, an EVH® humbucking neck pickup and a vintage-style three-saddle Tele bridge. This limited edition Tele features a two-color Heavy Relic lacquer finish based on one of Fender’s classic ‘Wallpaper’ finishes—either Candy Apple Red over Pink Paisley or Lake Placid Blue over Blue Floral. Other includes a four-bolt “Limited Edition” engraved neck plate, Certificate of Authenticity and a deluxe hardshell case.

Limited Edition Heavy Relic El Diablo Strat

The Custom Shop Limited Edition El Diablo Strat offers a decidedly menacing option to slash through a mix. The incarnation of vintage cool and mojo, the El Diablo Strat is the perfect guitar to add some fiery bombast to a player’s sound and stage show. Features include a Tone Saver Treble Bleed, Greasebucket™ tone control circuit, quartersawn maple neck with a 10/56 “V”-shaped profile, a fingerboard that sports 21 6100 jumbo frets and a modern 9.5”-radius. The two-piece alder body, as well as the neck and hardware, received a Heavy Relic

treatment. Other includes an engraved "Limited Edition" neck plate, a Certificate of Authenticity and a deluxe hardshell case.

Limited Edition Relic H/S Strat

The Limited Edition Relic H/S Strat melds classic Fender aesthetics and feel with modern tone to create a dream guitar that will perform exceptionally in any player's hands. Features include a Twisted Tele neck pickup, an overwound EVH® bridge pickup, vintage-style six-screw Custom Shop RSD Stratocaster tremolo bridge and 1957 "Soft V"-shaped profile. The Aged White Blonde body received a Relic treatment. Other includes a four-bolt "Limited Edition" engraved neck plate, Certificate of Authenticity and a deluxe hardshell case.

Limited Edition Relic '50s Thinline Tele

The perfect balance of light and dark, the Limited Edition Relic '50s Tele Thinline definitively answers the question "What if the Telecaster Thinline had been released in the '50s, instead of the late '60s?" Perfect for players in search of superb tonal versatility, light weight and vintage worn-in feel, this Custom Shop guitar is a study in sonic contrast and balance, with built-in mojo and style to spare. Features include a two-piece select ash body with a Relic lacquer finish, a rosewood neck with a 1957 "Soft V" Shape and 9.5" (241 mm) radius, 21, 6105 narrow jumbo frets and nickel/chrome hardware with a Relic treatment and a '51 Nocaster® Bridge with a reverse-angle center saddle. Pickups include a Custom Shop Hand-Wound Original Blackguard Tele single-coil bridge pickup and Custom Shop Hand-Wound Twisted Tele single-coil neck pickup. It also includes modern Tele wiring with a Greasebucket tone circuit. Other includes a four-bolt "Limited Edition" engraved neck plate, Certificate of Authenticity and a deluxe hardshell case.

Limited Edition Artisan Tele Caballo Tono Ligero – Koa

The latest addition to the highly acclaimed Custom Shop Artisan Series, the Custom Shop Limited Edition Artisan Tele Caballo Tono Ligero Koa is a tastefully elegant instrument with sophisticated style and deep, rich tone. Features include a hand-wound Custom Shop '51 Nocaster pickup, TV Jones® Classic humbucking neck pickup, RSD-designed bridge, 1963

"C"-shaped neck profile and modern 9.5"-radius rosewood fingerboard. It also includes Sperzel® die-cast tuning machines with white pearloid buttons, a one-ply gold anodized pickguard and a 21-fret one-piece AAA birdseye maple neck. Other includes a four-bolt "Limited Edition" engraved neck plate, Certificate of Authenticity and a deluxe hardshell case.

For technical specs, additional information on new Fender products and to find a retail partner near you, visit www.fender.com.

#

Fender Media Contact:

Christina Stejskal

Head of Communications

Fender Musical Instruments Corp.

Email: CStejskal@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

GLOBAL MEDIA INQUIRIES

Fender Musical Instruments Corporation
press@fender.com

COPY LINK

<https://fender.pr.co/271101-fender-introduces-new-mod-shop-digital-custom-guitar-studio/>