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Fender instruments have been a staple of music for over seven decades, providing players of all genres and styles with the tools to express themselves creatively. With an extensive line of guitars, basses, amplifiers, and other musical equipment, Fender has established itself as a household name due to its commitment to quality and playability. The company's design philosophy, which prioritizes musicality and playability, is rooted in its American heritage, drawing inspiration from mid-century designs such as sports cars, the Space Age, and surf culture. From its early days on California's west coast to its current global presence, Fender has remained true to its mission of empowering musicians to innovate and push the boundaries of music. The company's instruments have played a significant role in shaping musical history, with iconic models such as the Precision Bass, Telecaster, Stratocaster, Jaguar, Jazzmaster, and Jazz Bass contributing to the evolution of various genres. Fender's commitment to innovation has continued throughout its history, with new products and technologies being introduced regularly. In recent years, the company has focused on digital innovations, including the Fender Play app-based learning platform and the Tone Master series of amplifiers, which brings authentic physical amplifier tones into digitally enabled amps. The Fender Custom Shop, established in 1985, is a premier outlet for handmade instruments crafted by select luthiers. Each piece created is a unique work of art, featuring high-quality materials and electronics that are carefully considered to fulfill a creative vision. The use of relic-style finish treatments adds an extra layer of authenticity to these one-of-a-kind instruments. Fender Unveils American Ultra Luxe Vintage Series: A Masterclass in Heritage and Innovation Shop Now Fender Precision Bass Guitar A true game changer. The original Precision Bass in 1951 flipped the upright bass experience on its head with a slick maple neck, a stable four-string bridge, and a lone split single-coil pickup. Shop Now Fender Telecaster Electric Guitar A jack of all trades. The Fender Telecaster has truly been everywhere from rock, blues, jazz, indie - we mean everywhere. It has a maple neck, saddle bridge, and twangy single-coil pickup combo to take on any musical mountain. Shop Now Fender Jazzmaster Electric Guitar A classically stylish alternative. Originally designed for - you guessed it - the Fender Jazzmaster earned its stripes alongside country acts and left-of-the-dial rock bands from the '60s to the '90s. Its angular, offset body shape, tremolo bridge, and single-coil pickups make it an icon. Shop Now Fender Jazz Bass Guitar A picture of versatility. The Fender Jazz Bass really pushed ahead on the groundwork laid by the Precision Bass. Its offset body shape, four-string bridge, and dual single-coil pickups make it a versatile and effortless pick. Shop Now Like what you see? Not sure which Fender electric guitar is for you? Curious about if we carry your favorite Fender model? Drop us a line and let us lend a hand - our crew is always ready to help. Get in Touch Stay on top of Fender News & Reviews: Related Collections When you buy through our links, we may earn an affiliate commission. Don't shoot the messenger, guys. I'm just here to tell you that Fender announced a new line of American Ultra Luxe Vintage Strats and Teles, and if you have a spare arm or a leg, you might be able to get your hands (hand?) on one. The essence of this new range is vintage appointments and specs—mixed in with some modern ones—to emanate a classic vibe while providing modern playability and functionality. They're all variations on '50s and '60s Strats and Teles, with a unique set of appointments like Heirloom lacquer finish, Pure Vintage pickups, and stainless steel frets. "With the American Ultra Luxe Vintage series, we've redefined the balance between heritage and innovation," says Max Gutnik, Fender's Chief Product Officer. "This collection honors our iconic legacy while pushing the boundaries of modern craftsmanship...We're proud to offer players an elevated experience that respects tradition and sets a new standard for performance." The line, which was just announced a couple hours ago, has already drawn some fire on social media. Some argue that it's kind of like Fender just optimized for the most expensive list of features they could throw together. Others are critiquing the use of the word "vintage" to describe guitars that feature almost entirely modern appointments. And, I mean, I get it. Like, these are obviously awesome guitars. But it kind of sums up our current "k-shaped" economic and cultural moment that brands would start offering up the most premium products possible for those who can afford it, while Squiers and Epiphones are climbing into the \$1000+ range as well, pricing a lot of prospective players out of the guitar market entirely. Cynical, sure—yet also unnerveingly practical. On the other hand, guitar companies are facing a unique challenge in that the demand for vintage instruments is higher than ever, and efforts to offer up new spins on classic products often result in a cycle that risks seeming repetitive. So brands might need to scramble for new concepts, culminating in ever more random feature-mashups like the American Ultra Luxe Vintage line. But, I'm rambling. Let's take a look at some of these. What do you guys think? Fender Available in ash or alder, the '50s Strat sports a quartersawn maple neck, Pure Vintage '57 pickups, precision tremolo, locking tuners, and rolled edges for comfort. From the Luminlay® side dots to the Graph Tech TUSQ® nut, these features pretty well sum up the line's mission statement of modern performance dressed in classic aesthetics. [\$2,849.99] Fender Crafted from alder with Fender's Heirloom finish, the '60s Strat is a nod to vintage design, but with modern bits and bobs throughout. Pure Vintage '61 pickups keep your tone authentic yet responsive. [2,849.99] Fender The HSS '60s Strat boasts pure vintage Strat flavor at the neck position, plus a Haymaker humbucker's grit at the bridge. [2,899.99] Fender The '50s Tele features a (confusingly, to some) contoured Ash body with Pure Vintage '51 pickups and top-tier hardware (though also notably not vintage) like a 6-saddle bridge and locking tuners, this Tele offers polished performance with old-school charm. [2,999.99] Fender With an alder body, custom '63 pickups, and all the premium touches—the '60s Custom Tele comes in 3-color Sunburst or Lake Placid Blue. The Heirloom finish really does look cool. I must say! [\$2,999.99] Latest models combine modern playability with authentic vintage vibes, thanks to elements like Pure Vintage pickups, aged Heirloom™ lacquer finishes, and stainless-steel frets.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, and 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.Icnic 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 fretsFender's newest line, the American Ultra Luxe Vintage series, is a masterclass in balancing heritage and innovation, says Max Gutnik, Chief Product Officer at FMIC. The collection brings classic Fender design to modern sonic engineering, creating an experience that honors tradition while setting new standards for performance.(\$2,849.99-\$2,999.99 USD) With the American Ultra Luxe Vintage series, musicians can enjoy the best of both worlds: timeless elegance and historical significance combined with unparalleled performance and versatility. The pinnacle of innovation and craftsmanship is represented by Fender's American Ultra Luxe series. The new collection takes it a step further with the introduction of the American Ultra Luxe Vintage series, which showcases 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. The quartersawn maple neck with a Modern 'D' shape and Ultra rolled edges boasts 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, and detail has been carefully reproduced and finished in Meticulously Aged Heirloom™ Nitrocellulose Lacquer. The American Ultra Luxe Vintage 50s Telecaster delivers flawless modern performance with distinctive classic design. Available in 3-Color Sunburst and White Blonde. (\$2,849.99 USD) 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 boasts medium jumbo stainless-steel frets, Luminlay side dots, and a Graph Tech TUSQ nut. 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. The American Ultra Luxe Vintage 60s Stratocaster delivers flawless modern performance with distinctive classic design. Available in Ice Blue Metallic and Surf Green(\$2,899.99 USD) 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 boasts medium jumbo stainless-steel frets, Luminlay side dots, and a Graph Tech TUSQ nut. 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. The American Ultra Luxe Vintage 60s Stratocaster HSS delivers flawless modern performance with distinctive classic design. Available in Fiesta Red and Sea Foam Green. (\$2,999.99 USD) 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 boasts medium jumbo stainless-steel frets, Luminlay side dots, and a Graph Tech TUSQ nut. Under the hood, Pure Vintage '51 Tele pickups deliver classic Fender tones, from sparkling cleans to rich, expressive leads. The American Ultra Luxe Vintage 50s Telecaster delivers flawless modern performance with distinctive classic design. Available in Butterscotch Blonde and White Blonde. (\$2,999.99 USD) 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 boasts medium jumbo stainless-steel frets, Luminlay side dots, and a Graph Tech TUSQ nut. The American Ultra Luxe Vintage 60s Custom Telecaster delivers flawless modern performance with distinctive classic design. The American Ultra Luxe Vintage 60s Custom Telecaster boasts a maple neck with a modern 'D' shape and ultra-rolled edges, featuring medium jumbo stainless-steel frets, Luminlay side dots, and a Graph Tech TUSQ nut. This guitar also features a tapered neck heel for unparalleled access to the higher register. Underneath its sleek exterior, Pure Vintage '63 Tele pickups deliver classic Fender tones, ranging from sparkling cleans to rich, expressive leads. Performance hardware includes a precision-engineered 6-saddle string-through-body bridge with chromed brass bruly saddles and deluxe locking short post tuners for quick string changes and superior tuning stability. This guitar offers flawless modern performance alongside its distinctive classic design. Available in 3-Color Sunburst and Lake Placid Blue, the American Ultra Luxe Vintage 60s Custom Telecaster is a must-have for any serious musician seeking a truly exceptional instrument. Awesome customer service and secure checkout are always included with your purchase. The products listed for sale in this collection are ready to ship immediately, with expedited delivery options available if you're looking to make monthly payments, financing options for your Fender order are also available on checkout. Your satisfaction is always our top priority, so we offer a no hassle return option on every item we sell and include awesome customer service and secure checkout in our online store. The Music Zoo is an authorized Fender Custom Shop Dealer! We pride ourselves in curating and crafting the perfect guitars for the right players and offer one-off Masterbuilt guitars such as the hard-tail, Bare Knuckle, pickup-loaded Djazzmaster or BassVI/Jazzmaster Double Neck. You can even help you craft the guitar of your dreams with the guidance and skill of current Masterbuilders like Jason Smith, John Cruz, Yuriy Shishkov, Kyle McMillin, and more! Our Fender Custom Shop collection also features premium guitar gear that includes Fender cases, strings, straps, and accessories. We carry a wide range of guitar gear across our entire catalog including Fender Guitar Accessories, Fender Acoustic Guitars, Fender Amplifiers, Fender Bass Guitars, Fender Cases & Gig Bags, Fender Effects Pedals, Fender Electric Guitars, Fender Guitar Parts, and Fender Guitar Pickups. As an Authorized Online Dealer, you'll find brand new Fender gear available for purchase with amazing product support and quality you can trust when buying new products from an official Fender retailer. The Music Zoo offers a vast selection of Fender products, including brand new and used items, as well as vintage collectibles. As an authorized Fender retailer, The Music Zoo provides a warranty on all purchases, along with excellent customer support and guaranteed quality. Their collection features a wide range of Fender gear, from guitars to accessories, and even one-off Masterbuilt instruments crafted by skilled luthiers like Jason Smith and Yuriy Shishkov. For those looking for a unique playing experience, The Music Zoo's custom shop offers an array of exclusive models, including the NoNeck Strat and ZF Telecaster. With secure checkout and expedited shipping options available, customers can purchase their Fender gear with confidence. Additionally, financing plans are offered to help make monthly payments more manageable. The Music Zoo's top priority is customer satisfaction, so they provide a hassle-free return policy for every item sold. The Music Zoo offers a vast array of Fender products, including Guitar Accessories, Acoustic Guitars, Amplifiers, Bass Guitars, Cases & Gig Bags, Effects Pedals, Electric Guitars, Guitar Parts, and Guitar Pickups. As an authorized online dealer, customers can purchase brand new Fender gear with a manufacturer's warranty, along with exceptional product support and quality. The Music Zoo also stocks used Fender gear thoroughly inspected for condition and performance. Additionally, vintage guitar collectors will find vintage Fender items for sale. With awesome customer service and secure checkout, products are ready to ship immediately with expedited delivery options available. Financing options and a no hassle return policy are also offered. The Music Zoo is an authorized Fender Custom Shop Dealer, known as the "Dream Factory." This collection features unique store exclusives such as NoNeck Strat guitars, Floyd Rose-equipped ZF Stratocaster and Telecaster, and one-off Masterbuilt guitars. The team of Masterbuilders, including Jason Smith and John Cruz, will guide customers in crafting their dream guitar. Premium Fender gear, including cases, strings, straps, and accessories, is also available. Looking forward to seein everyone at The Music Zoo's meeting tomorrow to discuss their strategies. They'll be shown you all the coolest Fender Custom Shop store exclusives around, including thick NoNeck Strat guitars and shred-friendly Floyd Rose-equipped ZF Stratocaster and ZF Telecaster. You can even get a Masterbuilt guitar made just for you by Jason Smith, John Cruz, Yuriy Shishkov, Kyle McMillin, or other skilled craftsmen. The Music Zoo carries all sorts of Fender gear across their entire catalog, including Fender cases, strings, straps, and accessories. When you buy your next Fender guitar online now or schedule a visit to the New York showroom, they'll help you find what speaks to your wavelength. They've got all the latest Fender product types like Guitar Accessories, Acoustic Guitars, Amplifiers, Bass Guitars, Cases & Gig Bags, Effects Pedals, Electric Guitars, Guitar Parts, and Guitar Pickups for sale now. As an Authorized Online Dealer, you'll find brand new Fender gear available for purchase with manufacturer warranty and amazing product support. They also have used Fender gear thoroughly inspected by their team, so you can trust the quality. If you're a vintage guitar collector, they've got vintage Fender items for sale too! Awesome customer service and secure checkout are always included when buying from The Music Zoo. You'll get expedited delivery options available and financing options for your Fender order on checkout if needed. Their top priority is your satisfaction, so you can return any item hassle-free. The Music Zoo is an authorized Fender Custom Shop Dealer, known as the "Dream Factory" for their exclusive store finds. They pride themselves in curating perfect guitars for the right players and will even help you create the guitar of your dreams with expert guidance from Masterbuilders like Jason Smith and others! The Music Zoo is thrilled to be an authorized Fender Custom Shop Dealer, known affectionately as the "Dream Factory." This prestigious title allows us to offer a unique collection of exclusive store items, including the popular NoNeck Strat guitar, Floyd Rose-equipped ZF Stratocaster and Telecaster, and one-off Masterbuilt guitars like the Djazzmaster or BassVI/Jazzmaster Double Neck. Our team is dedicated to helping you find the perfect instrument, whether it's through personalized guidance from our skilled Masterbuilders or by curating a selection of premium guitar gear. We pride ourselves on providing exceptional customer service, from online shopping to in-store appointments at our New York showroom. Our vast inventory includes Fender cases, strings, straps, and accessories, ensuring you have everything you need to complete your musical journey. At The Music Zoo, we cater to a wide range of music enthusiasts, offering various product types within our Fender collection. You'll find new and used Fender gear available for purchase, including brand-new products with manufacturer warranties and top-notch support. We also feature vintage Fender items, carefully inspected and curated by our expert team. For those in need of financing options, we offer special promotions to make your musical dreams a reality. With The Music Zoo, you can trust that you're purchasing genuine Fender gear from an authorized online dealer, backed by exceptional customer support and quality assurance.

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