



Fender
Custom Shop

CustomCollection
2015 CATALOGUE

PRICES EFFECTIVE FEBRUARY 2, 2015
PRICE FOR FENDER CUSTOM SHOP INSTRUMENTS

Shown: Time Machine™ 1957 Relic® Stratocaster®, Maple Fingerboard, HLE Gold





Contents

Artist	4
American Custom	8
Artisan	10
Postmodern	12
Time Machine™	14
Limited	16
Master Builders	18

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All prices, colors, features and specifications are subject to change without notice.

Photography by Eric Fairchild and Mark Keraly



Shown: Michael Landau 1968 Stratocaster®, Rosewood Fingerboard, Bleached 3-Color Sunburst

David Gilmour Stratocaster®

David Gilmour and the Fender Custom Shop are extremely proud to bring you the David Gilmour Signature Series Stratocaster. Gilmour's famous "Black Strat" was a cornerstone of the Pink Floyd sound of the 1970s and early '80s; featured extensively on *The Dark Side of the Moon*, *Wish You Were Here*, *Animals*, *The Wall* and acclaimed 2006 solo album *On an Island*. The Fender Custom Shop worked closely with Gilmour and his longtime guitar technician, Phil Taylor, to create his signature model, a reproduction of the Black Strat complete with its unmistakable look, sound and feel. Featuring an alder body with a black nitrocellulose lacquer finish and black pickguard, one-piece maple neck, custom pickups, and Gilmour's own distinctive electronics and shortened vintage tremolo arm, the David Gilmour Signature Series Stratocaster is as beautiful, powerful and individual as Gilmour's playing. Additionally, the guitar comes with a custom case, Evidence Audio™ high-end guitar cable, and Gilmour's three-disc *Live in Gdansk* CD/DVD package.

PART #	DESCRIPTION	PRICE
0150068806	David Gilmour Stratocaster® NOS, Maple Fingerboard, Black	\$5,120.00
0150069806	David Gilmour Stratocaster® Relic®, Maple Fingerboard, Black	\$5,760.00

Michael Landau Stratocaster®

World-renowned session ace Michael Landau has played on hundreds of albums since the early 1980s, with artists as varied as Joni Mitchell, Seal, Michael Jackson, James Taylor, B.B. King, Pink Floyd and Miles Davis, to name only a few. He has also fronted several bands, including the Ragging Honkies, Burning Water and, more recently, Renegade Creation with Robben Ford. With his own group, he continues to raise the bar in electric jazz, instrumental and rock guitar.

The Fender Custom Shop Artist Collection Michael Landau Signature Stratocasters are based on Landau's Stratocasters, with a hand-selected lightweight alder body, special "custom oval" neck profile, custom hand-wound pickups and wiring, and worn Black, Bleached Three-color Sunburst and Fiesta Red over Three-color Sunburst nitrocellulose lacquer finishes. Other features include a round-laminated dark rosewood fingerboard with a 7.25" radius and narrow jumbo frets, period-correct headstock size, five-way pickup switching, and custom vintage-style tremolo bridge. The guitar comes with a case, strap and Fender Custom Shop certificate of authenticity.

PART #	DESCRIPTION	PRICE
1552200806	Michael Landau 1968 Stratocaster®, Rosewood Fingerboard, Black	\$4,160.00
1552200865	Michael Landau 1968 Stratocaster®, Rosewood Fingerboard, Bleached 3-Color Sunburst	\$4,160.00
1552400140	Michael Landau 1963 Stratocaster®, Rosewood Fingerboard, Fiesta Red over 3-Color Sunburst	\$4,160.00

Merle Haggard Telecaster®

The Hag's signature tribute Telecaster® is a modified Telecaster Thinline featuring select alder wings with tone chambers, laminated figured maple top, maple center block, set-neck with deep-carved heel, ivoroid pickguard and binding, gold hardware, abalone Tuff-Dog Telecaster headstock inlay, Texas Special™ Telecaster® pickups and custom four-way switching.

PART #	DESCRIPTION	PRICE
0100402803	Merle Haggard Telecaster®, Maple Fingerboard, 2-Color Sunburst	\$6,760.00

Prices and specifications subject to change without notice. For more information go to fendercustomshop.com

Dick Dale Stratocaster®

The Dick Dale Stratocaster® honors the sound and style of the self-proclaimed King of Surf Guitar, with features including an alder body, specially shaped maple neck with reverse headstock, rosewood fingerboard, three Custom '50s pickups with special switching, master volume control and original synchronized tremolo.

PART #	DESCRIPTION	PRICE
0106100814	Dick Dale Stratocaster®, Rosewood Fingerboard, Chartreuse Sparkle	\$3,920.00

Danny Gatton Telecaster®

The Danny Gatton Signature Telecaster® is based on Gatton's heavily customized '50s Telecaster. The cubic zirconium side markers will reflect light even on the darkest stages; other features include a swamp ash body, specially shaped maple neck with 22 frets, dual Bill Lawrence-designed pickups based on the original specs of Gatton's personal instrument, and a special Telecaster bridge and saddles.

PART #	DESCRIPTION	PRICE
0108700867	Danny Gatton Telecaster®, Maple Fingerboard, Honey Blonde	\$4,760.00
0108700879	Danny Gatton Telecaster®, Maple Fingerboard, Frost Gold	\$4,760.00

Albert Collins Telecaster®

The Ice Man's '66 Custom Telecaster® is faithfully replicated in the screaming form of the Albert Collins Signature Telecaster. Features include double-bound swamp ash body, specially shaped maple neck with 21 frets, custom Seymour Duncan® humbucking neck pickup and custom vintage-style Fender Telecaster bridge pickup.

PART #	DESCRIPTION	PRICE
0108800821	Albert Collins Telecaster®, Maple Fingerboard, Natural	\$4,560.00

Robert Cray Stratocaster®

The Robert Cray Stratocaster® is a "strong persuader," providing the sound, sustain and expression Cray is so well known for. Features include an alder body, lightly figured maple neck, rosewood fingerboard with 21 frets, custom-wound vintage-style Stratocaster pickups, non-tremolo hard-tail bridge and vintage-style gold hardware.

PART #	DESCRIPTION	PRICE
0109100824	Robert Cray Stratocaster®, Rosewood Fingerboard, Inca Silver	\$4,760.00
0109100826	Robert Cray Stratocaster®, Rosewood Fingerboard, Violet	\$4,760.00

Rory Gallagher Stratocaster®

Fender Custom Shop designers met Donal Gallagher, brother of late great guitarist Rory Gallagher, in Los Angeles in 1997 and received one of the most coveted guitars of all time - Gallagher's heavily worn 1961 Stratocaster®. Fender initially built 40 replicas for European sale, but was subsequently besieged with requests for more. The Rory Gallagher Tribute Stratocaster guitar is an exact replica of that revered instrument, down to the extremely worn Three-color Sunburst alder body, maple neck and rosewood fingerboard. It even has five Sperzel® tuners and one Gotoh® tuner, and the 12th-fret dot marker is white plastic rather than the original clay. It also features three custom-wound '60s single-coil pickups, aged chrome hardware, 21 jumbo frets and a bone nut. Our homage to a true and truly missed master.

PART #	DESCRIPTION	PRICE
0150080800	Rory Gallagher Stratocaster® Relic®, Rosewood Fingerboard, 3-Color Sunburst	\$4,560.00

Eric Clapton Stratocaster®

Built to Clapton's specs, the Custom Shop Eric Clapton Signature Stratocaster® features an alder body, special soft V-shaped maple neck, three Vintage Noiseless™ pickups, blocked tremolo and Clapton's signature on the headstock.

PART #	DESCRIPTION	PRICE
0150082806	Eric Clapton Stratocaster®, Maple Fingerboard, Black	\$4,400.00
0150082850	Eric Clapton Stratocaster®, Maple Fingerboard, Mercedes Blue	\$4,400.00
0150082873	Eric Clapton Stratocaster®, Maple Fingerboard, Midnight Blue	\$4,400.00

Jeff Beck Stratocaster®

From his blistering British Invasion beginnings through his amazingly varied solo career and right up to today, Jeff Beck has made the Stratocaster® an integral part of his signature sound. The Jeff Beck Signature Stratocaster features a thinner C-shaped maple neck with a rosewood fingerboard and a contoured heel for easier access to the higher registers. Further, it's "Wired" with dual ceramic Noiseless™ pickups and has a two-point synchronized tremolo with stainless steel saddles, LSR roller nut, aged knobs and pickup covers, and Beck's signature on the headstock.

PART #	DESCRIPTION	PRICE
0150083805	Jeff Beck Stratocaster®, Rosewood Fingerboard, Olympic White	\$4,000.00
0150083857	Jeff Beck Stratocaster®, Rosewood Fingerboard, Surf Green	\$4,000.00

John 5 Telecaster®

With classic Telecaster® styling and cutting-edge modifications, the John 5 HB Telecaster is a modern-day monster. Features include custom three-on-a-side headstock bolted to a black double-bound premium ash body with shaved maple neck and rosewood fingerboard, Fender® USA Enforcer™ humbucking bridge pickup and Fender Custom Shop Twisted Tele neck pickup with master volume and tone control.

PART #	DESCRIPTION	PRICE
0155000806	John 5 HB Telecaster®, Rosewood Fingerboard, Black	\$3,720.00
0155500806	John 5 Bigsby® Telecaster®, Rosewood Fingerboard, Black	\$3,880.00

Robin Trower Stratocaster®

Legendary solo artist and Procol Harum guitarist Robin Trower helped define an era of guitar-riff rock with the first four notes of 1974's "Bridge of Sighs." Trower's signature Stratocaster® features custom pickups created by Trower and Fender master builder Todd Krause, with a reverse wound/reverse polarity middle pickup (including a humbucking option in the second and fourth positions). Other features include an alder body, custom C-shaped maple neck with abalone dot position inlays and narrow spacing, large '70s-style headstock with '70s-style decal, synchronized tremolo bridge, bullet truss rod adjustment nut and four-bolt neck plate.

PART #	DESCRIPTION	PRICE
0155102806	Robin Trower Stratocaster®, Maple Fingerboard, Black	\$3,640.00
0155102880	Robin Trower Stratocaster®, Maple Fingerboard, Arctic White	\$3,640.00
0155102888	Robin Trower Stratocaster®, Maple Fingerboard, Midnight Wine Burst	\$3,640.00

Pino Paladino Precision Bass®

When your resume includes Jeff Beck, The Who, Eric Clapton, Simon & Garfunkel and John Mayer (to name a few), you're obviously doing something right! And when your bass is as special as legendary session bassist Pino Palladino's, it's no wonder the Custom Shop chose to reproduce his '62 Precision Bass. Featuring a light alder body, a C-shape straight grain maple neck with rosewood fingerboard, custom-wound pickup, tortoise shell pickguard and Thomastik-Infeld strings - Pino's signature bass is made to his exacting specifications.

PART #	DESCRIPTION	PRICE
0158200840	Pino Paladino Precision Bass®, Rosewood Fingerboard, Fiesta Red	\$4,760.00

Sean Hurley 1961 Precision Bass®

Bassist Sean Hurley has certainly made his mark in L.A., playing bass on tour and on record for John Mayer while maintaining an astonishing pace as an in-demand studio bassist with artists including Ringo Starr, Annie Lennox, Robin Thicke, Alanis Morissette, Vertical Horizon and Colbie Caillat. Hurley also anchored Mayer's Born and Raised (2012) and Paradise Valley (2013) with his well-worn '61 Fender Precision Bass.

The Fender Custom Shop has replicated Hurley's favorite Precision Bass in three colors—Three-color Sunburst, Olympic White and Charcoal Frost. And when we were spec'ing out Hurley's original bass, we noticed a piece of foam he'd stuffed under the strings in front of the bridge to deaden them, so we designed a special Fender string mute that can easily be engaged at any time during a song—a feature never before offered on a Fender bass.

PART #	DESCRIPTION	PRICE
1556100800	Sean Hurley 1961 Precision Bass®, Rosewood Fingerboard, 3-Color Sunburst	\$4,400.00
1556100805	Sean Hurley 1961 Precision Bass®, Rosewood Fingerboard, Olympic White	\$4,400.00
1556100885	Sean Hurley 1961 Precision Bass®, Rosewood Fingerboard, Aged Charcoal Frost	\$4,400.00

Dusty Hill Precision Bass®

After selling over 50 million records ZZ Top's Dusty Hill knows a thing or two about Fender bass tone! The new Dusty Hill Signature P Bass® is a thumping tone machine and is not just another P Bass. A custom designed Seymour Duncan® pickup, unique custom neck shape, and rear routed controls add to the low-down sound and playability of this instrument. Dusty came to the Fender Custom Shop and tweaked the bass personally.

PART #	DESCRIPTION	PRICE
0158602806	Dusty Hill Precision Bass®, Maple Fingerboard, Black	\$5,120.00
0158602899	Dusty Hill Precision Bass®, Maple Fingerboard, Nocaster® Blonde	\$5,120.00

Reggie Hamilton Jazz Bass®

The Reggie Hamilton Jazz Bass® has an active/passive switch, 18-volt power supply and pre-shape sound module that allows the treble and bass center frequency to be shifted. Features include American Series Precision Bass and Noiseless™ Jazz Bass pickups (four-string model) or custom reverse-wound American Precision Bass and Noiseless™ Jazz Bass pickups (five-string model). Other features include Hipshot® drop tuners on the E (four-string) or B (five-string), modified select alder Jazz Bass body, quartersawn maple neck with five-bolt neck plate, sculpted heel and Schaller® locking strap buttons.

PART #	DESCRIPTION	PRICE
0158400800	Reggie Hamilton Jazz Bass® IV, Rosewood Fingerboard, 3-Color Sunburst	\$3,720.00
0158400806	Reggie Hamilton Jazz Bass® IV, Rosewood Fingerboard, Black	\$3,720.00

Reggie Hamilton Jazz Bass® V

The Reggie Hamilton Jazz Bass® guitar has an active/passive switch, 18-volt power supply and pre-shape sound module that allows the treble and bass center frequency to be shifted. Features include American Series Precision Bass and Noiseless™ Jazz Bass pickups (four-string model) or custom reverse-wound American Precision Bass and Noiseless™ Jazz Bass pickups (five-string model). Other features include Hipshot® drop tuners on the E (four-string) or B (five-string), modified select alder Jazz Bass body, quartersawn maple neck with five-bolt neck plate, sculpted heel and Schaller® locking strap buttons.

PART #	DESCRIPTION	PRICE
0158500800	Reggie Hamilton Jazz Bass® V, Pao Ferro Fingerboard, 3-Color Sunburst	\$3,880.00
0158500806	Reggie Hamilton Jazz Bass® V, Pao Ferro Fingerboard, Black	\$3,880.00

Jaco Pastorius Jazz Bass®

The Jaco Pastorius Tribute Jazz Bass® is a faithful recreation of the bass master's famously distressed sunburst-finish fretless Jazz Bass, and is a result of meticulous research done in cooperation with his technician. Features include a select alder body, specially shaped maple neck, epoxy-coated fretless rosewood fingerboard and knurled chrome Precision Bass control knobs.

PART #	DESCRIPTION	PRICE
0196108800	Jaco Pastorius Jazz Bass®, Rosewood Fingerboard, 3-Color Sunburst	\$4,760.00



American Custom



Shown: American Custom NOS Telecaster®, Honey Burst

NEW! Flame Maple Top American Custom NOS Stratocaster®

The Fender Custom Shop Flame Maple Top American Custom NOS Stratocaster takes the quintessential Fender electric guitar and decks it out with knockout appointments that make it a dazzling performer. The two-piece lightweight ash body is sculpted with deep '57-style contours for remarkable playing comfort, with a gorgeous two-piece book-matched AAA flame maple top. The guitar comes in Violin Burst and Honey Burst finishes with an NOS treatment that evokes the look of a brand-new instrument in its original model year. Singing Strat sparkle comes from hand-wound '69 Stratocaster single-coil neck and middle pickups (middle pickup is reverse wound/reverse polarity) and a hand-wound Texas Special™ single-coil bridge pickup.

Other premium features include an AAA flame maple neck with "large C" profile and '57-style small headstock, fast compound-radius (9.5"-12") maple or dark rosewood "slab" fingerboard with bone nut and 22 narrow jumbo frets, five-way pickup switch, three-ply 11-hole parchment pickguard with countersunk pickup- and switch-mounting holes, vintage white control knobs and switch tip; custom deluxe tremolo bridge, and chrome tuners with pearl buttons. Includes black textured vinyl hard-shell case.

PART #	DESCRIPTION	PRICE
1559150811	Flame Maple Top American Custom NOS Stratocaster®, Rosewood Fingerboard, Honey Burst	\$3,500.00
1559150833	Flame Maple Top American Custom NOS Stratocaster®, Rosewood Fingerboard, Violin Burst	\$3,500.00
1559152811	Flame Maple Top American Custom NOS Stratocaster®, Maple Fingerboard, Honey Burst	\$3,500.00
1559152833	Flame Maple Top American Custom NOS Stratocaster®, Maple Fingerboard, Violin Burst	\$3,500.00

NEW! Flame Maple Top American Custom NOS Telecaster®

The Fender Custom Shop Flame Maple Top American Custom NOS Telecaster takes a double-bound early-'60s classic and decks it out with knockout appointments that make it a dazzling performer. The two-piece lightweight ash body has a gorgeous two-piece book-matched AAA flame maple top, with parchment top and back body binding. The guitar comes in elegant Violin Burst or Honey Burst finishes with an NOS treatment that evokes the look of a brand-new instrument in its original model year. Scorching Telecaster snap comes from a pair of hand-wound Twisted Tele® single-coil pickups and Fender's Greasebucket™ tone circuit, which rolls off highs without reducing gain.

Other premium features include an AAA flame maple neck with "large C" profile, fast compound-radius (9.5"-12") maple or dark rosewood "slab" fingerboard with bone nut and 22 narrow jumbo frets, three-way pickup switch with black "top hat" tip, three-ply eight-hole parchment pickguard, custom deluxe Telecaster bridge, and chrome tuners with pearl buttons. Includes black textured vinyl hard-shell case.

PART #	DESCRIPTION	PRICE
1556150811	Flame Maple Top American Custom NOS Telecaster®, Rosewood Fingerboard, Honey Burst	\$3,500.00
1556150833	Flame Maple Top American Custom NOS Telecaster®, Rosewood Fingerboard, Violin Burst	\$3,500.00
1556152811	Flame Maple Top American Custom NOS Telecaster®, Maple Fingerboard, Honey Burst	\$3,500.00
1556152833	Flame Maple Top American Custom NOS Telecaster®, Maple Fingerboard, Violin Burst	\$3,500.00

NEW! American Custom NOS Stratocaster®

The Fender Custom Shop American Custom NOS Stratocaster takes the quintessential Fender electric guitar and decks it out with knockout appointments that make it a dazzling performer. The two-piece lightweight alder body is sculpted with deep '57-style contours for remarkable playing comfort, and comes in Two-Color and Three-Color Sunburst, Black and Shoreline Gold finishes with an NOS treatment that evokes the look of a brand-new instrument in its original model year. Singing Strat sparkle comes from hand-wound '69 Stratocaster single-coil neck and middle pickups (middle pickup is reverse wound/reverse polarity) and a hand-wound Texas Special™ single-coil bridge pickup.

Other premium features include an AAA flame maple neck with "large C" profile and '57-style small headstock; fast compound-radius (9.5"-12") maple or dark rosewood "slab" fingerboard with rolled edges, bone nut and 22 narrow jumbo frets; five-way pickup switch; three-ply 11-hole parchment pickguard with countersunk pickup- and switch-mounting holes; vintage white control knobs and switch tip; custom deluxe tremolo bridge; and chrome tuners with pearl buttons. Includes black textured vinyl hard-shell case.

PART #	DESCRIPTION	PRICE
1559170800	American Custom NOS Stratocaster®, Rosewood Fingerboard, 3-Color Sunburst	\$3,250.00
1559170806	American Custom NOS Stratocaster®, Rosewood Fingerboard, Black	\$3,250.00
1559170844	American Custom NOS Stratocaster®, Rosewood Fingerboard, Shoreline Gold	\$3,250.00
1559172803	American Custom NOS Stratocaster®, Maple Fingerboard, 2-Color Sunburst	\$3,250.00
1559172806	American Custom NOS Stratocaster®, Maple Fingerboard, Black	\$3,250.00
1559172844	American Custom NOS Stratocaster®, Maple Fingerboard, Shoreline Gold	\$3,250.00

NEW! American Custom NOS Telecaster®

The Fender Custom Shop American Custom NOS Telecaster takes a double-bound early-'60s classic and decks it out with knockout appointments that make it a dazzling performer. The two-piece lightweight alder body comes in Two-Color and Three-Color Sunburst, Black and Faded Lake Placid Blue finishes with parchment top and back body binding and an NOS treatment that evokes the look of a brand-new instrument in its original model year. Scorching Telecaster snap comes from a pair of hand-wound Twisted Tele® single-coil pickups and Fender's Greasebucket™ tone circuit, which rolls off highs without reducing gain.

Other premium features include an AAA flame maple neck with "large C" profile, fast compound-radius (9.5"-12") maple or dark rosewood "slab" fingerboard with bone nut and 22 narrow jumbo frets, three-way pickup switch with black "top hat" tip, three-ply eight-hole parchment pickguard, custom deluxe Telecaster bridge, and chrome tuners with pearl buttons. Includes black textured vinyl hard-shell case.

PART #	DESCRIPTION	PRICE
1556170800	American Custom NOS Telecaster®, Rosewood Fingerboard, 3-Color Sunburst	\$3,250.00
1556170802	American Custom NOS Telecaster®, Rosewood Fingerboard, Faded Lake Placid Blue	\$3,250.00
1556170806	American Custom NOS Telecaster®, Rosewood Fingerboard, Black	\$3,250.00
1556172803	American Custom NOS Telecaster®, Maple Fingerboard, 2-Color Sunburst	\$3,250.00
1556172802	American Custom NOS Telecaster®, Maple Fingerboard, Faded Lake Placid Blue	\$3,250.00
1556172806	American Custom T NOS Telecaster®, Maple Fingerboard, Black	\$3,250.00

Artisan



Shown: Quilted Maple Top Artisan Stratocaster®, Maple Fingerboard, Tigereye Finish

Spalted Maple Top Artisan Stratocaster®

The Spalted Maple Top Artisan Stratocaster features a dramatically figured spalted maple top accentuated by a new "buckeye" finish. Other highly distinctive features include chrome "lipstick" pickup covers, special chrome control knobs, chrome tuners with ebony buttons, a choice of one-piece maple neck and fingerboard or rosewood fingerboard, and more.

PART #	DESCRIPTION	PRICE
1510110151	Spalted Maple Top Artisan Stratocaster®, Rosewood Fingerboard, Buckeye Finish	\$4,000.00
1510112151	Spalted Maple Top Artisan Stratocaster®, Maple Fingerboard, Buckeye Finish	\$4,000.00

Walnut Top Artisan Stratocaster®

The Walnut Top Artisan Stratocaster features a beautifully crafted walnut top accentuated by a new "buckeye" finish. Other highly distinctive features include chrome "lipstick" pickup covers, special chrome control knobs, chrome tuners with ebony buttons, a choice of one-piece maple neck and fingerboard or rosewood fingerboard, and more.

PART #	DESCRIPTION	PRICE
1510120151	Walnut Top Artisan Stratocaster®, Rosewood Fingerboard, Buckeye Finish	\$4,000.00
1510122151	Walnut Top Artisan Stratocaster®, Maple Fingerboard, Buckeye Finish	\$4,000.00

Quilt Maple Top Artisan Stratocaster®

The Quilt Maple Top Artisan Stratocaster features a gorgeously figured quilt maple top accentuated by a new "tiger-eye burst" finish. Other highly distinctive features include chrome "lipstick" pickup covers, special chrome control knobs, chrome tuners with ebony buttons, a choice of one-piece maple neck and fingerboard or rosewood fingerboard, and more.

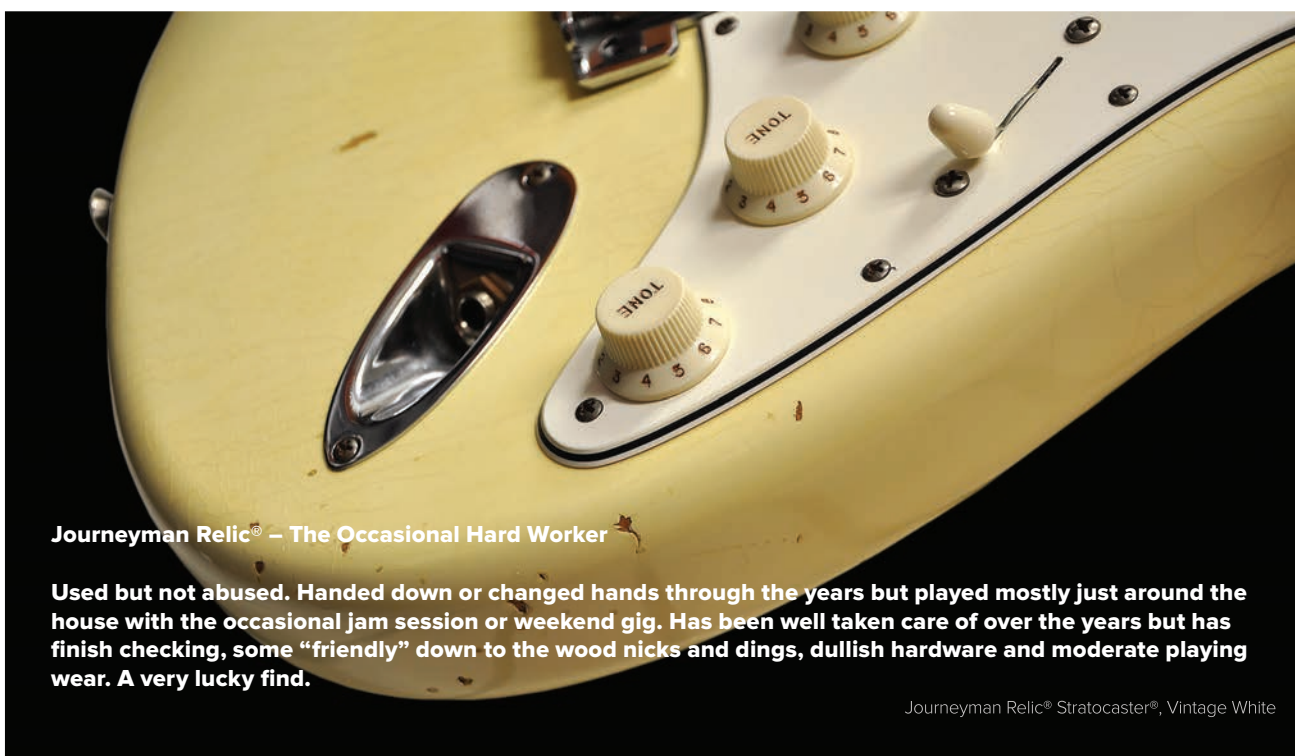
PART #	DESCRIPTION	PRICE
1510130152	Quilt Maple Top Artisan Stratocaster®, Rosewood Fingerboard, Tigereye Finish	\$4,000.00
1510132152	Quilt Maple Top Artisan Stratocaster®, Maple Fingerboard, Tigereye Finish	\$4,000.00



Postmodern



Shown: NEW Postmodern NOS Stratocaster®, Maple Fingerboard, Olympic White



Journeyman Relic® – The Occasional Hard Worker

Used but not abused. Handed down or changed hands through the years but played mostly just around the house with the occasional jam session or weekend gig. Has been well taken care of over the years but has finish checking, some “friendly” down to the wood nicks and dings, dullish hardware and moderate playing wear. A very lucky find.

Journeyman Relic® Stratocaster®, Vintage White

NEW! Postmodern Stratocaster®

The 2015 Postmodern Stratocaster is elegantly designed with a reappraisal of modern assumptions. A thoroughly contemporary take on a time-honored classic, it has a lightweight ash body with a comfortably contoured heel, a quartersawn maple neck with a finely sculpted '60s "C" profile, a fast compound-radius (9.5"-12") "round-laminated" maple or rosewood fingerboard with 21 narrow jumbo frets, and three sparkling Fat '60s single-coil pickups (reverse wound/reverse polarity middle pickup) with modern five-way switching and a special "Tone-Saver" treble-bleed network that keeps tone consistent at any volume (no loss of highs when decreasing volume).

Other premium features include a three-ply parchment pickguard, American Vintage synchronized tremolo bridge, staggered tuning machines (no string tree), Schaller® strap locks and Fender "F" logo engraved neck plate. Available in Black, Olympic White, Dakota Red and Three-Color-Sunburst NOS and new "Journeyman" Relic® lacquer finishes, the latter of which imparts the appearance of years of aging and light use without heavy wear and tear. Includes black textured vinyl hard-shell case.

PART #	DESCRIPTION	PRICE
1501020800	Postmodern NOS Stratocaster®, Rosewood Fingerboard, 3-Color Sunburst	\$2,900.00
1501020805	Postmodern NOS Stratocaster®, Rosewood Fingerboard, Olympic White	\$2,900.00
1501020806	Postmodern NOS Stratocaster®, Rosewood Fingerboard, Black	\$2,900.00
1501020854	Postmodern NOS Stratocaster®, Rosewood Fingerboard, Dakota Red	\$2,900.00
1501022800	Postmodern NOS Stratocaster®, Maple Fingerboard, 3-Color Sunburst	\$2,900.00
1501022805	Postmodern NOS Stratocaster®, Maple Fingerboard, Olympic White	\$2,900.00
1501022806	Postmodern NOS Stratocaster®, Maple Fingerboard, Black	\$2,900.00
1501022854	Postmodern NOS Stratocaster®, Maple Fingerboard, Dakota Red	\$2,900.00
1501120800	Postmodern Journeyman Relic® Stratocaster®, Rosewood Fingerboard, 3-Color Sunburst	\$3,250.00
1501120805	Postmodern Journeyman Relic® Stratocaster®, Rosewood Fingerboard, Olympic White	\$3,250.00
1501120806	Postmodern Journeyman Relic® Stratocaster®, Rosewood Fingerboard, Black	\$3,250.00
1501120854	Postmodern Journeyman Relic® Stratocaster®, Rosewood Fingerboard, Dakota Red	\$3,250.00
1501122800	Postmodern Journeyman Relic® Stratocaster®, Maple Fingerboard, 3-Color Sunburst	\$3,250.00
1501122805	Postmodern Journeyman Relic® Stratocaster®, Maple Fingerboard, Olympic White	\$3,250.00
1501122806	Postmodern Journeyman Relic® Stratocaster®, Maple Fingerboard, Black	\$3,250.00
1501122854	Postmodern Journeyman Relic® Stratocaster®, Maple Fingerboard, Dakota Red	\$3,250.00

NEW! Postmodern Telecaster®

The 2015 Postmodern Telecaster is elegantly designed with a reappraisal of modern assumptions. A thoroughly contemporary take on a time-honored classic, it has a lightweight ash body with a comfortably contoured heel, a quartersawn maple neck with a finely sculpted '60s "C" profile, a fast compound-radius (9.5"-12") "round-laminated" maple or rosewood fingerboard with 21 narrow jumbo frets, and dual Twisted Tele® pickups with three-way switching and Greasebucket™ tone circuit, which rolls off highs without reducing gain.

Other premium features include a three-ply parchment pickguard, Custom Shop RSD bridge, American Vintage tuning machines, Schaller® strap locks and Fender "F" logo engraved neck plate. Available in Black, Dakota Red and Aged White Blonde NOS and new "Journeyman" Relic® lacquer finishes, the latter of which imparts the appearance of years of aging and light use without heavy wear and tear. Includes black textured vinyl hard-shell case.

PART #	DESCRIPTION	PRICE
1502020801	Postmodern NOS Telecaster®, Rosewood Fingerboard, Aged White Blonde	\$2,900.00
1502020806	Postmodern NOS Telecaster®, Rosewood Fingerboard, Black	\$2,900.00
1502020854	Postmodern NOS Telecaster®, Rosewood Fingerboard, Dakota Red	\$2,900.00
1502022801	Postmodern NOS Telecaster®, Maple Fingerboard, Aged White Blonde	\$2,900.00
1502022806	Postmodern NOS Telecaster®, Maple Fingerboard, Black	\$2,900.00
1502022854	Postmodern NOS Telecaster®, Maple Fingerboard, Dakota Red	\$2,900.00
1502120801	Postmodern Journeyman Relic® Telecaster®, Rosewood Fingerboard, Aged White Blonde	\$3,250.00
1502120806	Postmodern Journeyman Relic® Telecaster®, Rosewood Fingerboard, Black	\$3,250.00
1502120854	Postmodern Journeyman Relic® Telecaster®, Rosewood Fingerboard, Dakota Red	\$3,250.00
1502122801	Postmodern Journeyman Relic® Telecaster®, Maple Fingerboard, Aged White Blonde	\$3,250.00
1502122806	Postmodern Journeyman Relic® Telecaster®, Maple Fingerboard, Black	\$3,250.00
1502122854	Postmodern Journeyman Relic® Telecaster®, Maple Fingerboard, Dakota Red	\$3,250.00

NEW! Postmodern Bass®

The 2015 Postmodern Bass is elegantly designed with a reappraisal of modern assumptions. A thoroughly contemporary combination of Fender's two most time-honored basses, it has a lightweight alder Precision Bass body with a comfortably contoured heel, a quartersawn maple Jazz Bass neck with a finely sculpted '60s "U" profile, a 7.25"-radius "round-laminated" rosewood fingerboard with 20 medium jumbo frets, and a seismic '63 Precision bass split single-coil pickup with a vintage-style chrome cover.

Other premium features include a three-ply parchment pickguard (three-ply tortoiseshell pickguard on Three-Color Sunburst model), Custom Shop string-through-body RSD bridge, American Deluxe tuning machines and "Stealth" A-string retainer, Schaller® strap locks and Fender "F" logo engraved neck plate. Available in Olympic White, Dakota Red and Three-Color Sunburst NOS and new "Journeyman" Relic® lacquer finishes, the latter of which imparts the appearance of years of aging and light use without heavy wear and tear. Includes black textured vinyl hard-shell case.

PART #	DESCRIPTION	PRICE
1500900800	Postmodern NOS Bass, Rosewood Fingerboard, 3-Color Sunburst	\$2,900.00
1500900805	Postmodern NOS Bass, Rosewood Fingerboard, Olympic White	\$2,900.00
1500900854	Postmodern NOS Bass, Rosewood Fingerboard, Dakota Red	\$2,900.00
1500910800	Postmodern Journeyman Relic® Bass, Rosewood Fingerboard, 3-Color Sunburst	\$3,250.00
1500910805	Postmodern Journeyman Relic® Bass, Rosewood Fingerboard, Olympic White	\$3,250.00
1500910854	Postmodern Journeyman Relic® Bass, Rosewood Fingerboard, Dakota Red	\$3,250.00

TimeMachine™



Shown: 1963 Relic® Telecaster®, Rosewood Fingerboard, Blue Ice Metallic

NEW! 1970 Relic® Stratocaster®

The Fender Custom Shop 1970 Relic Stratocaster delivers the authentic style and sound of the era when the Strat ascended to world dominance on the charts and concert stages everywhere. Features include an alder body, quartersawn maple neck with 1969 "U" profile and large headstock, 9.5"-radius maple or rosewood fingerboard with 21 narrow jumbo frets, three hand-wound Fat '60s single-coil pickups (reverse wound/reverse polarity middle pickup) with five-way switching, three-ply parchment pickguard, vintage white control knobs and an American Vintage bridge. Available in Black, Lake Placid Blue, Three-Color Sunburst and Olympic White (maple fingerboard model only) worn Relic® finishes. Includes black textured vinyl hard-shell case with red interior.

PART #	DESCRIPTION	PRICE
1550070800	1970 Relic® Stratocaster®, Rosewood Fingerboard, 3-Color Sunburst	\$2,900.00
1550070802	1970 Relic® Stratocaster®, Rosewood Fingerboard, Lake Placid Blue	\$2,900.00
1550070806	1970 Relic® Stratocaster®, Rosewood Fingerboard, Black	\$2,900.00
1550072805	1970 Relic® Stratocaster®, Maple Fingerboard, Olympic White	\$2,900.00

NEW! 1960 Relic® Telecaster® Custom

The Fender Custom Shop 1960 Relic Telecaster Custom is a sight and sound to behold, with an alder body dressed in a gorgeous Three-Color Chocolate Sunburst Relic finish with Dark Plum sides, and the elegant top and back binding that is the early-'60s hallmark of the instrument. Pure Telecaster snap and sparkle comes from a pair of hand-wound Twisted Tele® pickups, and the quartersawn maple neck is sculpted with a comfortable early-'60s oval "C" profile.

Other premium features include a 9.5"-radius rosewood "slab" fingerboard with 21 narrow jumbo frets, three-way pickup switch with aged white "top hat" tip, three-ply mint green pickguard, American Vintage Telecaster bridge with threaded saddles, and American Vintage tuning machines. Includes brown textured vinyl hard-shell case with gold interior.

PART #	DESCRIPTION	PRICE
1551060865	1960 Relic® Telecaster® Custom, Rosewood Fingerboard, Chocolate 3-Color Sunburst	\$3,500.00

NEW! 1957 Relic® Stratocaster®

The Fender Custom Shop 1957 Relic Stratocaster takes you straight back to the pivotal year when the instrument was largely perfected into the form known worldwide today. Its deep-contoured alder body comes in Two-Color Sunburst, Black and HLE Gold lacquer Relic finishes, while an ash-body model is available in a White Blonde lacquer Relic finish. Sparkling tone comes from three hand-wound '50s Stratocaster single-coil pickups (reverse wound/reverse polarity middle pickup) with modern five-way switching.

Other premium features include a quartersawn maple neck with a '57 soft "V" profile and small headstock, 9.5"-radius maple fingerboard with 21 narrow jumbo frets, single-ply parchment pickguard, vintage white control knobs, American Vintage bridge, and American Vintage tuning machines. Includes hard-shell tweed case with gold interior.

PART #	DESCRIPTION	PRICE
1555702801	1957 Relic® Stratocaster®, Maple Fingerboard, White Blonde	\$3,250.00
1555702803	1957 Relic® Stratocaster®, Maple Fingerboard, 2-Color Sunburst	\$3,250.00
1555702806	1957 Relic® Stratocaster®, Maple Fingerboard, Black	\$3,250.00
1555702898	1957 Relic® Stratocaster®, Maple Fingerboard, HLE Gold	\$3,250.00

NEW! 1963 Relic® Stratocaster®

The Fender Custom Shop 1963 Relic Stratocaster takes you back to a pivotal period in the instrument's history, when surf music was riding high and the Strat underwent some notable design mods. Its deep-contoured alder body comes in Three-Color Sunburst, Black, Candy Apple Red and Olympic White lacquer Relic finishes. Sparkling tone comes from three hand-wound '60s Stratocaster single-coil pickups (reverse wound/reverse polarity middle pickup) with modern five-way switching.

Other premium features include a quartersawn maple neck with a comfortable '60s oval "C" profile and small headstock, 9.5"-radius "round-laminated" rosewood fingerboard with 21 narrow jumbo frets, three-ply mint green pickguard, vintage white control knobs, American Vintage bridge, and American Vintage tuning machines. Includes brown textured vinyl hard-shell case with red interior.

PART #	DESCRIPTION	PRICE
1556200800	1963 Relic® Stratocaster®, Rosewood Fingerboard, 3-Color Sunburst	\$3,250.00
1556200805	1963 Relic® Stratocaster®, Rosewood Fingerboard, Olympic White	\$3,250.00
1556200806	1963 Relic® Stratocaster®, Rosewood Fingerboard, Black	\$3,250.00
1556200809	1963 Relic® Stratocaster®, Rosewood Fingerboard, Candy Apple Red	\$3,250.00

NEW! 1952 Heavy Relic® Telecaster®

The Fender Custom Shop 1952 Heavy Relic Telecaster is an authentic evocation of Fender's first workhorse guitar, along with some upgraded features for modern playability. Its ash body comes in Two-Color Sunburst, Black or Nocaster Blonde Heavy Relic lacquer finishes. Time-honored Telecaster snap comes from dual Nocaster pickups with three-way switching and Fender's Greasebucket™ tone circuit, which rolls off highs without reducing gain.

Other premium features include a maple neck with a Nocaster "U" profile, 9.5"-radius maple fingerboard with 21 narrow jumbo frets, single-ply parchment pickguard (black pickguard on Nocaster Blonde model), '52 Telecaster bridge with brass saddles, and American Vintage tuning machines. Includes hard-shell tweed case with center pocket.

PART #	DESCRIPTION	PRICE
1550052803	1952 Heavy Relic® Telecaster®, Maple Fingerboard, 2-Color Sunburst	\$3,500.00
1550052806	1952 Heavy Relic® Telecaster®, Maple Fingerboard, Black	\$3,500.00
1550052899	1952 Heavy Relic® Telecaster®, Maple Fingerboard, Nocaster Blonde	\$3,500.00

NEW! 1963 Relic® Telecaster®

The Fender Custom Shop 1963 Relic Telecaster takes you back to the early years of one of modern music's most electrifying decades. Its alder body comes in Three-Color Sunburst, Olympic White and Blue Ice Metallic lacquer Relic finishes, with signature Telecaster snap and sparkle coming from dual American Vintage '64 Telecaster pickups with three-way switching and Fender's Greasebucket™ tone circuit, which rolls off highs without reducing gain.

Other premium features include a quartersawn maple neck with a comfortable mid-'60s oval "C" profile, 9.5"-radius "round-laminated" rosewood fingerboard with 21 narrow jumbo frets, three-ply mint green pickguard, American Vintage Telecaster bridge with threaded saddles, and American Vintage tuning machines. Includes black textured vinyl hard-shell case with red interior.

PART #	DESCRIPTION	PRICE
1550630800	1963 Relic® Telecaster®, Rosewood Fingerboard, 3-Color Sunburst	\$2,800.00
1550630805	1963 Relic® Telecaster®, Rosewood Fingerboard, Olympic White	\$2,800.00
1550630883	1963 Relic® Telecaster®, Rosewood Fingerboard, Blue Ice Metallic	\$2,800.00

NEW! 1959 Journeyman Relic® Precision Bass®

The Custom Shop 1959 Journeyman Relic Precision Bass takes you straight back to the original era of the bass that started it all. Its two-piece ash body comes in Vintage Blonde or Faded Three-Color Sunburst "Journeyman" Relic lacquer finishes, which impart the appearance of years of aging and light use without heavy wear and tear. The quartersawn maple neck has a carefully sculpted '60s oval "C" profile and a highly worn Heavy Relic treatment on the back, topped by a 7.25"-radius rosewood fingerboard with 20 vintage frets.

Other premium features include a '59 Precision Bass split single-coil pickup with chrome cover, gold anodized aluminum pickguard, authentic reproduction bridge with chrome cover, and American Vintage tuning machines. Includes brown textured vinyl hard-shell case with gold interior.

PART #	DESCRIPTION	PRICE
1512300807	1959 Journeyman Relic® Precision Bass®, Maple Fingerboard, Vintage Blonde	\$3,125.00
1512300865	1959 Journeyman Relic® Precision Bass®, Maple Fingerboard, Faded 3-Color Sunburst	\$3,125.00

NEW! 1960 Journeyman Relic® Jazz Bass®

The Custom Shop 1960 Journeyman Relic Jazz Bass transports you to the debut year of Fender's most popular bass guitar model. Its two-piece alder body comes in Aged Olympic White or Three-Color Sunburst "Journeyman" Relic lacquer finishes, which impart the appearance of years of aging and light use without heavy wear and tear. The quartersawn maple neck has a carefully sculpted '60s "U" profile and a highly worn Heavy Relic treatment on the back, topped by a 7.25"-radius rosewood "slab" fingerboard with 20 vintage frets.

The two single-coil Jazz Bass pickups are designed for era-specific authenticity, with chrome covers and, in a special period-correct touch, dual "stacked" concentric control knobs (volume and tone for each pickup). Other premium features include a four-ply tortoiseshell pickguard, authentic reproduction bridge with "F" logo chrome cover, and American Vintage tuning machines. Includes brown textured vinyl hard-shell case with gold interior.

PART #	DESCRIPTION	PRICE
1552100805	1960 Journeyman Relic® Jazz Bass®, Rosewood Fingerboard, Aged Olympic White	\$3,125.00
1552100865	1960 Journeyman Relic® Jazz Bass®, Rosewood Fingerboard, Faded 3-Color Sunburst	\$3,125.00

Limited



NEW! Limited Relic® Tele® Caballo Tono (Tone Horse Tele)

The Limited Relic Tele Caballo Tono presents a fresh take on Fender's original workhorse tone machine. Its name translates to "Tone Horse Tele," and there is indeed a great deal of horsepower here, courtesy of a TV Jones® Classic neck pickup, a hand-wound Texas Tele bridge pickup and a Greasebucket™ tone circuit, which rolls off highs without reducing gain. It's a dark horse too, with a Black lacquer finish on its lightweight alder body and the aged-and-worn Relic treatment to impart the look of authentic wear and tear.

Other premium features include a quartersawn maple neck with a highly worn heavy-Relic treatment, 9.5"-radius maple fingerboard with 21 narrow jumbo frets, distinctive Cabronita pickguard and reverse control plate (pickup switch placed behind control knobs), rock-solid Custom Shop RSD bridge, chrome tuning machines with pearl buttons, and Schaller® strap locks. Black LTD case included.

PART #	DESCRIPTION	PRICE
1510046806	Limited Relic® Tele® Caballo Tono, Maple Fingerboard, Black	\$3,900.00

NEW! Limited 1955 Relic® Stratocaster®

The 2015 Limited Edition 1955 Stratocaster takes you straight back to the instrument's original era, with a lightweight ash body in Dirty White Blonde or Two-Color Sunburst lacquer Relic® finishes that evoke years of hard-fought wear and tear. The sparkling trio of hand-wound '55 single-coil Stratocaster pickups is mounted on a single-ply eight-hole white pickguard, with five-way switching for modern tonal versatility.

Other premium features include a quartersawn maple neck with highly worn Heavy Relic treatment on the back, 9.5"-radius maple fingerboard with 21 narrow jumbo frets, rock-solid American Vintage synchronized tremolo bridge, American Vintage tuning machines and a Custom Shop Limited Edition neck plate. Includes blonde LTD case containing a 1955 Fender Downbeat catalog insert reproduction.

PART #	DESCRIPTION	PRICE
1510043803	Limited 1955 Relic® Stratocaster®, Maple Fingerboard, 2-Color Sunburst	\$3,900.00
1510043899	Limited 1955 Relic® Stratocaster®, Maple Fingerboard, Dirty White Blonde	\$3,900.00



Shown: Limited Relic® Tele® Caballó Tono, Maple Fingerboard, Black

NEW! Limited 1955 Relic® Esquier®

The Limited 1955 Relic Esquire is a peerlessly crafted take on the single-pickup classic that preceded even the Telecaster in Fender history. Everything about the instrument takes you back to that original era, with a lightweight ash body in Dirty White Blonde or Two-Color Sunburst lacquer Relic® body finishes that evoke long years of wear and tear. Authentic Esquire snap comes from its hand-wound '55 Telecaster single-coil bridge pickup with staggered/beveled polepieces, and, in a special touch, the guitar comes with a neck pickup conversion kit containing a hand-wound '55 Telecaster single-coil neck pickup, pickguard and control assembly should you prefer dual-pickup tone and performance.

Other premium features include a quartersawn maple neck with soft "V" profile and highly worn Heavy Relic treatment on the back, 9.5"-radius maple fingerboard with 21 narrow jumbo frets, three-way tone/pickup switch with black "top hat" tip, single-ply five-hole white pickguard, '55 Telecaster bridge with 1/4" steel saddles, American Vintage tuning machines and a Custom Shop Limited Edition neck plate. Includes blonde LTD case containing a 1955 Fender Downbeat catalog insert reproduction.

PART #	DESCRIPTION	PRICE
1510044803	Limited 1955 Relic® Esquier®, Maple Fingerboard, 2-Color Sunburst	\$3,900.00
1510044899	Limited 1955 Relic® Esquier®, Maple Fingerboard, Dirty White Blonde	\$3,900.00

NEW! Limited 1955 Relic® Precision Bass®

The 2015 Limited Edition 1955 Precision Bass gives you a magnificently crafted original-era version of the bass that started it all. Its lightweight ash body is sculpted with comfortable body and forearm contours, and comes in Dirty White Blonde or Two-Color Sunburst lacquer Relic® body finishes that evoke the wear and aging of decades of frequent use (and occasional abuse). Its muscular blunt-force tone comes from a hand-wound '55 Precision Bass single-coil pickup with a classic chrome cover.

Other premium features include a quartersawn maple neck with a highly worn Heavy Relic treatment on the back, 7.25"-radius maple fingerboard with 20 vintage-style frets, single-ply seven-hole white pickguard, authentic reproduction bridge with chrome cover, American Vintage tuning machines and Custom Shop Limited Edition neck plate. Includes blonde LTD case containing a 1955 Fender Downbeat catalog insert reproduction.

PART #	DESCRIPTION	PRICE
1510045803	Limited 1955 Relic® Precision Bass®, Maple Fingerboard, 2-Color Sunburst	\$3,900.00
1510045899	Limited 1955 Relic® Precision Bass®, Maple Fingerboard, Dirty White Blonde	\$3,900.00

Prices and specifications subject to change without notice. For more information go to fendercustomshop.com

MasterBuilders

In every art form, there are those who, through years of training and experience, have mastered their craft and developed that “magic touch.” The magic of the Fender Custom Shop lies in the hands of its luthiers — the Master Builders. They are known the world over for their skill and have built instruments for the likes of Jeff Beck, Ritchie Blackmore, Eric Clapton, Dick Dale, Mike Dirnt, Bob Dylan, Robben Ford, Buddy Guy, Merle Haggard, Reggie Hamilton, Mark Hoppus, John 5, Keith Richards, Sting and U2 ... just to name a few!





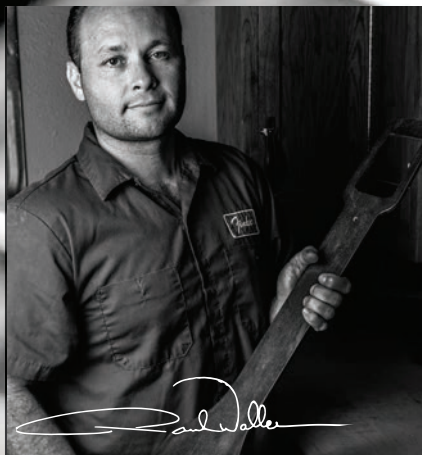
Dale Wilson

Dale Wilson arrived at Fender in 2003, joined the Custom Shop in 2005 and became a Master Builder in 2011. Building guitars has been a driving passion for the California native since childhood. “Ever since I can remember, I’ve always loved guitars,” he said. “I didn’t dream of being a rock star; I dreamed of building the ultimate guitar. I was equally enthralled with the guitars just as much as I was with the players.”

Woodworking runs in the Wilson family, and the requisite Custom Shop zeal for outstanding craftsmanship has long been part of Dale’s DNA. He did repair work and mods in a small guitar shop right out of high school in the late 1980s;

subsequently moving on to stints at Dobro and Rickenbacker before arriving at Fender, where he worked on Guild, Gretsch and Benedetto guitars before beginning his apprenticeship with various Custom Shop Master Builders.

He enjoys calling upon his extensive and varied experience as a craftsman to create highly distinctive guitars such as the Resophonic Thinline Telecaster. Wilson also built five beautiful custom guitars for the January 2011 NAMM Show while still an apprentice and was asked to sign the back of the headstocks, after which he became a Fender Custom Shop Master Builder.



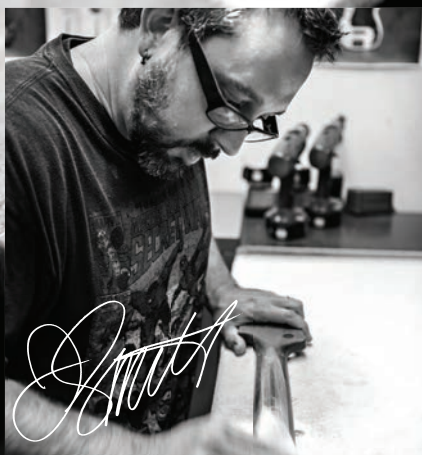
Paul Waller

Master Builder Paul Waller is a Southern California native with woodworking and guitar making in his blood. He built his first guitar at age 14 in his high school woodshop, joined a cabinet shop right out of high school and, after a stint at a small Southern California guitar maker, enrolled at the acclaimed Roberto-Venn School of Luthiery in Phoenix, from which he graduated in spring 2000.

Waller joined Fender in 2003 fresh from his training at Roberto-Venn. He spent two years working closely with master arch-top craftsman Bob Benedetto, and became steeped in the many facets of building techniques from all

the Custom Shop’s Master Builders. After an extensive seven-year apprenticeship, Waller became a Master Builder in 2010.

His Fender Custom Shop work has included bass guitars for U2’s Adam Clayton, a custom Thinline Telecaster for U2 vocalist Bono, Telecasters for Rolling Stones guitarist Keith Richards and co-work on a Stratocaster for fellow Stones guitarist Ronnie Wood, Stratocasters for Buddy Guy, the Nile Rodgers “Hitmaker” Stratocaster, and a custom double-neck Jazzmaster for Queens Of The Stone Age guitarist Troy Van Leeuwen.



Jason Smith

A Custom Shop veteran and son of longtime Fender R&D legend Dan Smith, Jason Smith grew up on Fender—“It has always been in my family,” he said, “And I was always extremely interested in everything my father did.”

Born in Rochester, N.Y., and raised in California, Smith remembers meeting guitar greats from about age five on through his father’s work with Fender—Eric Clapton, Yngwie Malmsteen, Jeff Beck and Robben Ford, to name only a few. He went to his first big rock concert at age six—Rush—and Smith remembers going backstage with his dad and meeting Geddy Lee after the show. Before he was even in

his teens, Smith was going to see Pink Floyd, ZZ Top and many other major artists.

Rock music and Fender are part of his DNA. Smith joined the Fender Custom Shop in 1995, and in 2006 completed a five-year apprenticeship under acclaimed Senior Master Builder John English. Among many diverse projects with English, Smith worked on a pair of double-neck Stratocaster guitars for Stone Temple Pilots guitarist Dean DeLeo. He has since crafted fine instruments for players and acts including John 5, Michael Landau, Flea, Josh Klinghoffer, Geddy Lee, Steve Harris, Reggie Hamilton, Linkin Park, Kenny Wayne Shepherd, Neon Trees and many others.



Yuriy Shishkov

From handcrafting many of his own From handcrafting many of his own woodworking tools to showcasing his world-class luthier skills and custom inlay work, Yuriy Shishkov is truly one of the last of the renaissance guitar builders. It was in the small confines of a root cellar in his hometown of Gomel in the former Soviet Union that Shishkov got his start building guitars for friends and colleagues.

When he arrived in the United States in 1990, Shishkov settled in the Chicago

area and collaborated with a range of top artists, including late shredder Dimebag Darrell of Pantera, Jimmy Page and Robert Plant of Led Zeppelin, Nuno Bettencourt, Robin Zander of Cheap Trick and Paul Stanley of Kiss. Shishkov joined the Fender Custom Shop’s Master Builder team in 2000 and has crafted truly magnificent instruments featuring exquisite detail and inlay work.

Todd Krause

Todd Krause has built exquisitely crafted custom instruments for many of the world's greatest artists, including Jeff Beck, Eric Clapton, Bob Dylan, David Gilmour, Robbie Robertson, Kenny Wayne Shepherd, Robin Trower, Roger Waters and many others.

His guitar-building apprenticeship began in early 1981 at Jackson/Charvel guitars. Krause arrived at Fender in 1991 and steadily rose through several roles, including one-off instrument builder, R&D model maker, and woodworking machinist. He became a Custom Shop Master Builder in 1997 and has since created countless

distinctive instruments, all of which embody his personal design philosophy: "Form and function are the biggest part of it," he said. "It's about the way an instrument sounds and feels. It has to look cool, and it has to compel you to play."



Dennis Galuszka

Like Fender itself, Dennis Galuszka is a Southern California native. Combining his dual passions for music and woodworking, he began building high-end acoustic guitars during his 13 years as a cabinetmaker. As a working drummer, it was a 1999 audition with one of the Fender Master Builders that led to a job interview and a new kind of steady gig—as an apprentice at the Fender Custom Shop.

After only eight months there, Galuszka was promoted to Master Builder. He has since built finely crafted instruments for

influential players including Paul McCartney, Andy Summers, Johnny Marr, Patrick Stump, Mike Dirnt, Sting and many others. He has lent his expertise to a number of truly distinctive instruments, including double-neck guitars and unusual takes on classic Fender designs, and several artist model designs. "It's all about the feel and sound of an instrument," Galuszka said. "Those things are number one with me, above everything else."



Greg Fessler

Greg Fessler came to the Fender Custom Shop in 1990, working his way up through the ranks as an apprentice. He assisted with the Robben Ford signature line of guitars, eventually becoming the sole builder of those instruments and, later, Ford's personal builder. Fessler has built one-off Stratocaster and Telecaster models for a host of players, including Joe Bonnamasa, Jeff Healey, Hank Marvin, John Mayer, Rhonda Smith, Neil Schon and Pete Wentz, to name only a few.

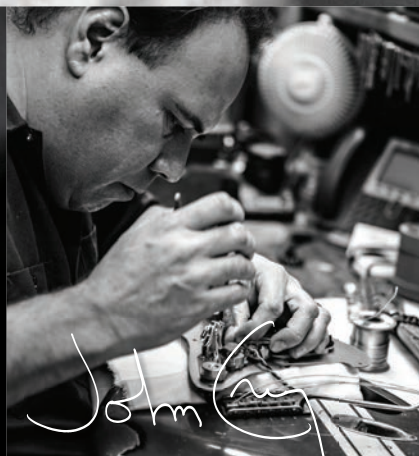
Fessler's remarkable abilities as a Master Builder have earned him accolades from many Fender artists and from discerning customers worldwide. His meticulous attention to detail is exemplified in every instrument he creates, each of which is a perfect example of the intense commitment it takes to earn the title of Master Builder.



John Cruz

John Cruz came to Fender in 1987, joined the Custom Shop in 1993 and became a Master Builder in 2003. Being a guitarist and understanding what a great guitar should look, feel and sound like has always been a top priority for him. Custom guitars are his passion, and he is the man behind several famous Custom Shop instruments, including the replica of Stevie Ray Vaughan's famous "Number One" Stratocaster guitar, the Jeff Beck Esquire Relic (as used with the Yardbirds), the replica of Yngwie Malmsteen's famous "Duck" Stratocaster, the John Mayer Limited Edition Black 1 Stratocaster and many others.

John has built fantastic guitars for players such as Doug Aldrich (Dio, Whitesnake), Dave Amato and Bruce Hall (REO Speedwagon), Mick Mars (Mötley Crüe), Richie Sambora (Bon Jovi), Bono (U2), Duff McKagan (Guns N' Roses, Velvet Revolver), Ike Turner, Brad Whitford (Aerosmith), Jeff Beck, John Mayer and countless others. Further, his meticulous work was essential to all aspects of the initial Custom Shop Relic guitars and basses, and he initiated the Custom Shop's quality assurance program.











Fender
Custom Shop

PART NUMBER: 9921320503