



WHEN YOU'RE READY

2010 CUSTOM COLLECTION

EFFECTIVE AUGUST 1, 2010 | U.S. MSRP FOR FENDER® CUSTOM SHOP INSTRUMENTS



WHEN YOU'RE READY

2010 CUSTOM COLLECTION

EFFECTIVE AUGUST 1, 2010 | U.S. MSRP FOR FENDER® CUSTOM SHOP INSTRUMENTS

CONTENTS

LIMITED COLLECTION	3
CUSTOM DELUXE SERIES	4
TIME MACHINE™ SERIES	5
ARTIST SERIES	6-7

The trademarks identified in this magazine, including the Fender® Jazz Bass®, J Bass®, P Bass®, Precision Bass®, Stratocaster®, Strat®, Tele® and Telecaster® guitar body and headstock designs, and Nocaster®, Greasebucket™, Relic®, Time Machine™, Noiseless™, Texas Special™, Enforcer™ and S-1™ are trademarks of Fender Musical Instruments Corporation (FMIC). All rights reserved. The following trademarks are the property of their respective owners: TV Jones®, Schaller®, Seymour Duncan®, Bill Lawrence®, Evidence Audio™, Sperzel®, Gotoh®, Hot Rails™, and Thomastik-Infeld®.

NOTICE REGARDING USE OF HISTORIC PATENT NUMBERS/MARKINGS:

FENDER is proud to offer some of the most iconic musical instruments and amplifiers of the past 60 years. Some FENDER products are intentional recreations or reissues of vintage guitars and amplifiers, and may therefore incorporate markings or text associated with original patents that have since expired. Specific examples of such models include patent numbers on the tremolo plates and decals of the JAGUAR® and JAZZMASTER® guitars, "Pat Pending" on some vintage TELECASTER® guitar bridge plates, and "Design and Circuits Patented" language on the control panels of certain model amplifiers in FENDER Vintage Modified, Vintage Reissue and Custom lines. Such markings are included only for the sake of historical accuracy, and are not intended to denote or imply live patents or ongoing patent protection.

All Fender Custom Shop Instruments are covered by Fender's Custom Care Lifetime Warranty. For more information, please visit: www.fender.com/customshop/customcare.



©2010 FMIC. All rights reserved.

Fender Musical Instruments Corporation
 8860 E. Chaparral Road, Suite 100
 Scottsdale, AZ 85250-2610
 T: (480) 596-9690
 F: (480) 596-1384
www.fender.com/customshop





LIMITED COLLECTION

LA CABRONITA ESPECIAL (ONE PICKUP) LIMITED TO 10 OF EACH COLOR WORLDWIDE

Probably the nastiest little guitar we've ever made. With its single TV Jones® Power'Tron™ pickup and Fender® Greasebucket™ tone circuit, the Cabronita Especial is like a Telecaster® with a lot more attitude. It spits out growling Tele® tones and it is so utterly badass that we're only building ten in each color! Features include a lightweight alder body, lacquer finish, large "C"-shaped maple neck with 9.5" radius and 6105 frets, vintage tuners with pearl buttons, Nocaster® chrome-dome knobs, bone nut and single-ply parchment pickguard. As noted, only ten of each color available.

Model No.	Description	MSRP
150-6666-509	La Cabronita Especial, One Pickup, Relic®, 1-Piece Maple Neck, Candy Apple Red, LTD	\$4,800.00
150-6666-572	La Cabronita Especial, One Pickup, Relic®, 1-Piece Maple Neck, Sonic Blue, LTD	\$4,800.00

LA CABRONITA ESPECIAL (TWO PICKUPS) LIMITED TO 20 OF EACH COLOR WORLDWIDE

Probably the nastiest little guitar we've ever made. With its dual TV Jones® Classic pickups, Fender S-1™ switch (engages a tone circuit that specially voices the pickup), the Cabronita Especial is like a Telecaster® with a lot more attitude. It spits out growling Tele® tones and it is so utterly badass that we're only building 20 in each color! Lightweight alder body, lacquer finish, large "C"-shaped maple neck with 9.5" radius and 6105 frets, vintage-style tuners with pearl buttons, Nocaster® chrome-dome knobs, bone nut and single-ply parchment pickguard. As noted, only 20 of each color available.

Model No.	Description	MSRP
150-6666-609	La Cabronita Especial, Two Pickups, Relic®, 1-Piece Maple Neck, Candy Apple Red, LTD	\$5,260.00
150-6666-672	La Cabronita Especial, Two Pickups, Relic®, 1-Piece Maple Neck, Sonic Blue, LTD	\$5,260.00

STRATOCASTER® PRO RELIC® AVAILABLE TO ORDER JANUARY THROUGH JUNE 2010

Our Custom Shop Limited Collection Stratocaster® Pro Relic® boasts features found in the personal instruments of many great Fender®-wielding artists! Features include a select alder body, modern C-shaped maple neck with 12"-radius round-laminated fingerboard (maple or rosewood) and 22 medium jumbo frets, three Samarium Cobalt Noiseless™ Stratocaster® pickups, five-way switching and Greasebucket™ tone circuit, new deluxe two-point synchronized tremolo bridge with polished stainless steel saddles and block, Sperzel® Trim-Lok™ staggered tuners, LSR roller nut, contoured heel for easier access to upper frets and a three-ply parchment pickguard.

Model No.	Description	MSRP
150-0610-865	Strat® Pro Relic®, Rosewood Fingerboard, Faded 3-Color Sunburst	\$2,900.00
150-0610-854	Strat® Pro Relic®, Rosewood Fingerboard, Dakota Red	\$2,900.00
150-0612-865	Strat® Pro Relic®, 1-Piece Maple Neck, Faded 3-Color Sunburst	\$2,900.00
150-0612-854	Strat® Pro Relic®, 1-Piece Maple Neck, Dakota Red	\$2,900.00

TELECASTER® PRO RELIC® AVAILABLE TO ORDER JANUARY THROUGH DECEMBER 2010

Our Custom Shop Limited Collection Telecaster® Pro Relic® boasts features found in the personal instruments of many great Fender®-wielding artists! Features include a premium ash body, large C-shaped maple neck, 12"-radius 1-Piece Maple Neck with 22 medium jumbo frets, a Custom Shop Twisted Tele® single-coil neck pickup and Samarium Cobalt Noiseless™ Telecaster® bridge pickup, four-way switching and Greasebucket™ tone circuit, custom-designed stainless steel bridge with compensated brass saddles, vintage-style tuners and single-ply parchment pickguard.

Model No.	Description	MSRP
150-0602-899	Tele® Pro Relic®, 1-Piece Maple Neck, Nocaster® Blonde	\$2,900.00
150-0602-806	Tele® Pro Relic®, 1-Piece Maple Neck, Black	\$2,900.00
150-0602-880	Tele® Pro Relic®, 1-Piece Maple Neck, Arctic White	\$2,900.00



CUSTOM DELUXE

CUSTOM DELUXE STRATOCASTER®

Designed for the working musician, with customized features found on limited edition Custom Shop instruments. The Custom Deluxe Stratocaster® comes in select alder- and premium ash-body models. Its lightly flamed 1965 “C”-shaped maple neck has a 9.5” radius, 6105 frets, a bone nut and a choice of maple or dark hand-selected Indian rosewood fingerboards. Other features include a Custom ‘69 single-coil neck pickup with gray bobbin, a Texas Special™ single-coil bridge pickup and a hum-canceling reverse-wound/reverse-polarity Custom ‘69 single-coil middle pickup with grey bobbin; five-way switching, Schaller® tuners, three-ply mint green pickguard, modern headstock decal, “R” serial number neck plate, several thin nitro-lacquer body finishes (specific to body wood; see specs) and a vintage-tinted lacquer neck finish.

Model No.	Description	MSRP
150-9900-840	Custom Deluxe Stratocaster®, Rosewood Fingerboard, Fiesta Red	\$2,600.00
150-9900-854	Custom Deluxe Stratocaster®, Rosewood Fingerboard, Dakota Red	\$2,600.00
150-9900-872	Custom Deluxe Stratocaster®, Rosewood Fingerboard, Sonic Blue	\$2,600.00
150-9900-889	Custom Deluxe Stratocaster®, Rosewood Fingerboard, Desert Sand	\$2,600.00
150-9902-840	Custom Deluxe Stratocaster®, 1-Piece Maple Neck, Fiesta Red	\$2,600.00
150-9902-854	Custom Deluxe Stratocaster®, 1-Piece Maple Neck, Dakota Red	\$2,600.00
150-9902-872	Custom Deluxe Stratocaster®, 1-Piece Maple Neck, Sonic Blue	\$2,600.00
150-9902-889	Custom Deluxe Stratocaster®, 1-Piece Maple Neck, Desert Sand	\$2,600.00
150-9900-831	Custom Deluxe Stratocaster®, Rosewood Fingerboard, Ash Aged Cherry Sunburst	\$3,200.00
150-9902-831	Custom Deluxe Stratocaster®, 1-Piece Maple Neck, Ash Aged Cherry Sunburst	\$3,200.00

CUSTOM DELUXE TELECASTER®

Designed for the working musician, with customized features found on limited edition Custom Shop instruments. The Custom Deluxe Telecaster® comes in select alder- and premium ash-body models. Its lightly flamed smaller 1952 “U”-shaped “A” maple neck has a 9.5” radius, 6105 frets, a bone nut and a choice of maple or dark hand-selected Indian rosewood fingerboards. Other features include a Custom Shop Twisted Tele® single-coil neck pickup and Custom Shop Hot Nocaster® single-coil bridge pickup; three-way switching, custom chrome-plated bridge plate with plated solid brass saddles, Schaller® tuners, three-ply mint green pickguard, modern headstock decal, “R” serial number neck plate, several thin nitro-lacquer body finishes (specific to body wood; see specs) and a vintage-tinted lacquer neck finish.

Model No.	Description	MSRP
150-9800-840	Custom Deluxe Telecaster®, Rosewood Fingerboard, Fiesta Red	\$2,650.00
150-9800-854	Custom Deluxe Telecaster®, Rosewood Fingerboard, Dakota Red	\$2,650.00
150-9800-872	Custom Deluxe Telecaster®, Rosewood Fingerboard, Sonic Blue	\$2,650.00
150-9800-889	Custom Deluxe Telecaster®, Rosewood Fingerboard, Desert Sand	\$2,650.00
150-9802-840	Custom Deluxe Telecaster®, 1-Piece Maple Neck, Fiesta Red	\$2,650.00
150-9802-854	Custom Deluxe Telecaster®, 1-Piece Maple Neck, Dakota Red	\$2,650.00
150-9802-872	Custom Deluxe Telecaster®, 1-Piece Maple Neck, Sonic Blue	\$2,650.00
150-9802-889	Custom Deluxe Telecaster®, 1-Piece Maple Neck, Desert Sand	\$2,650.00
150-9800-831	Custom Deluxe Telecaster®, Rosewood Fingerboard, Ash Aged Cherry Sunburst	\$3,300.00
150-9802-831	Custom Deluxe Telecaster®, 1-Piece Maple Neck, Ash Aged Cherry Sunburst	\$3,300.00



TIME MACHINE™ 1952 TELECASTER® HB

1952 was a monumental year for the iconic Telecaster®, and 2010's Custom Shop remake adds a twist to a classic. The Time Machine™ 1952 Telecaster features a premium ash body, a mid-'50s soft "V" maple neck shape and a single-ply black Bakelite pickguard, but just to make it that much better we added a Seymour Duncan® '59 humbucking neck pickup and a Custom Shop NoCaster® bridge pickup. Further, this unbelievably cool guitar has been given our Relic® finish treatment, which truly makes it part beauty and part beast.

Model No.	Description	MSRP
150-5402-800	1952 Telecaster® HB Relic®, 1-Piece Maple Neck, 3-Color Sunburst	\$3,500.00
150-5402-899	1952 Telecaster® HB Relic®, 1-Piece Maple Neck, NoCaster® Blonde	\$3,500.00

TIME MACHINE™ 1959 STRATOCASTER® HEAVY RELIC®

The new Heavy Relic® 1959 Stratocaster® is an amazing mixture of vintage vibe and feel combined with modern playability. The guitar has been given a Heavy Relic treatment and features an alder body with a thin nitrocellulose lacquer finish and single-ply parchment pickguard. The neck features a dark Indian rosewood fingerboard with an early '60s "C" neck shape and a 9.5"-radius fingerboard with 6105 frets. Three Custom Shop Fat '50s pickups, five-way selector switch, vintage hardware and a bone nut give this beauty authentic looks and tone.

Model No.	Description	MSRP
150-5900-806	1959 Stratocaster® Heavy Relic®, Rosewood Fingerboard, Black	\$3,800.00
150-5900-865	1959 Stratocaster® Heavy Relic®, Rosewood Fingerboard, Faded 3-Color Sunburst	\$3,800.00

TIME MACHINE™ 1963 STRATOCASTER®

The 1963 Strat® effortlessly evokes the musically exciting era for which it is named, with features including an alder body, and early '60s "C"-shaped neck with round-laminated 9.5" radius rosewood fingerboard and 6105 frets, a three-ply parchment pickguard and three singing, stinging Texas Special™ pickups.

Model No.	Description	MSRP
150-6300-800	1963 Stratocaster® NOS, Rosewood Fingerboard, 3-Color Sunburst	\$3,200.00
150-6300-805	1963 Stratocaster® NOS, Rosewood Fingerboard, Olympic White	\$3,200.00
150-6300-806	1963 Stratocaster® NOS, Rosewood Fingerboard, Black	\$3,200.00
150-6320-800	1963 Stratocaster® Relic®, Rosewood Fingerboard, 3-Color Sunburst	\$3,700.00
150-6320-805	1963 Stratocaster® Relic®, Rosewood Fingerboard, Olympic White	\$3,700.00
150-6320-806	1963 Stratocaster® Relic®, Rosewood Fingerboard, Black	\$3,700.00

TIME MACHINE™ 1965 STRATOCASTER®

The 1965 Strat® embodies one of the most exciting years of a musically amazing decade, with features including an alder body, a '65 "oval C"-shaped neck with round-laminated 9.5" radius rosewood fingerboard and 6105 frets, a three-ply parchment pickguard, a '65 transition decal and three '65 Strat pickups.

Model No.	Description	MSRP
150-2700-828	1965 Stratocaster® NOS, Rosewood Fingerboard, Black	\$3,200.00
150-2700-806	1965 Stratocaster® NOS, Rosewood Fingerboard, Black	\$3,200.00
150-2700-854	1965 Stratocaster® NOS, Rosewood Fingerboard, Dakota Red	\$3,200.00
150-2900-828	1965 Stratocaster® Relic®, Rosewood Fingerboard, Black	\$3,700.00
150-2900-806	1965 Stratocaster® Relic®, Rosewood Fingerboard, Black	\$3,700.00
150-2900-854	1965 Stratocaster® Relic®, Rosewood Fingerboard, Dakota Red	\$3,700.00

TIME MACHINE™ 1959 PRECISION BASS®

Meticulously built to replicate the original '59s, these models also feature alder or ash bodies, a "C"-shape 1-piece maple neck, vintage split single-coil pickups and a gold anodized pickguard. Accompanied by a tweed case, strap, cable and polishing cloth. Available in NOS and Relic® finishes.

Model No.	Description	MSRP
150-2102-897	'59 Precision Bass® NOS, 1-Piece Maple Neck, Chocolate 3-Color Sunburst	\$3,000.00
150-2302-897	'59 Precision Bass® Relic®, 1-Piece Maple Neck, Chocolate 3-Color Sunburst	\$3,500.00



CUSTOM ARTIST

DAVID GILMOUR SIGNATURE STRATOCASTER®

David Gilmour and the Fender® Custom Shop are extremely proud to release one of the most iconic and highly anticipated musical instruments of the past 50 years, the Fender® Custom Shop David Gilmour Signature Series Stratocaster®, based on David Gilmour's famous "Black Strat®" guitar. A cornerstone of Pink Floyd's revolutionary and incomparable sound, David Gilmour's Black Strat® is featured extensively on *The Dark Side of the Moon*, *Wish You Were Here*, *Animals*, *The Wall* and his critically acclaimed 2006 solo effort, *On An Island*. The Fender® Custom Shop worked hand-in-hand with David 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 a Black nitrocellulose lacquer finish alder body with a black pickguard, one piece maple neck, custom pickups, and David Gilmour's now famous electronics and shortened vintage tremolo arm, the David Gilmour Signature Series Stratocaster® is as beautiful, powerful and idiosyncratic as David Gilmour's playing. Additionally, David Gilmour's signature guitar comes with a custom case, Evidence Audio™ high end guitar cable, David Gilmour's three-disc *Live in Gdansk* CD/DVD package, and a copy of Phil Taylor's *The Black Strat®* book.

Model No.	Description	MSRP
015-0068-806	David Gilmour Signature Stratocaster® NOS, 1-Piece Maple Neck, Black	\$4,000.00
015-0069-806	David Gilmour Signature Stratocaster® Relic®, 1-Piece Maple Neck, Black	\$4,800.00

MERLE HAGGARD SIGNATURE TELECASTER®

Merle's Tribute Tele® guitar – a modified Tele® Thinline – features select alder wings with tone chambers and a laminated figured maple top, and maple center block with set-neck and deep carved heel, Ivoroid pickguard and binding, gold hardware, abalone Tuff-Dog Tele® headstock inlay, Texas Special™ Telecaster® pickups and custom four-way switching.

Model No.	Description	MSRP
010-0402-803	Merle Haggard Signature Telecaster®, 1-Piece Maple Neck, 2-Color Sunburst	\$5,900.00

DICK DALE SIGNATURE STRATOCASTER®

The Dick Dale Stratocaster® guitar honors the pioneer of surf guitar, and his unique sound and playing style. Features include an alder body, special shape maple neck with reverse headstock, rosewood fingerboard, three Custom '50s pickups with special switching, master volume control and original synchronized tremolo.

Model No.	Description	MSRP
010-6100-814	Dick Dale Signature Stratocaster®, Rosewood Fingerboard, Chartreuse Sparkle	\$3,400.00

DANNY GATTON SIGNATURE TELECASTER®

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

Model No.	Description	MSRP
010-8700-867	Danny Gatton Signature Telecaster®, 1-Piece Maple Neck, Honey Blonde	\$4,200.00
010-8700-879	Danny Gatton Signature Telecaster®, 1-Piece Maple Neck, Frost Gold	\$4,200.00

ALBERT COLLINS SIGNATURE TELECASTER®

The Ice Man's 66 Custom Tele® guitar is faithfully replicated in this screamer! Features include a double-bound swamp ash body, special shape maple neck with 21 frets, custom Seymour Duncan® humbucking pickup in the neck position, and a custom vintage Fender® Tele pickup in the bridge.

Model No.	Description	MSRP
010-8800-821	Albert Collins Signature Telecaster®, 1-Piece Maple Neck, Natural	\$4,000.00

ROBERT CRAY SIGNATURE STRATOCASTER®

The Robert Cray Strat® guitar is a strong persuader, providing the sound, sustain and expression he's known for with its non-tremolo hard-tail bridge and Custom Wound Vintage Strat® pickups. Other features include an alder body, lightly figured maple neck with rosewood fingerboard, 21 frets and gold vintage hardware.

Model No.	Description	MSRP
010-9100-824	Robert Cray Signature Stratocaster®, Rosewood Fingerboard, Inca Silver	\$4,200.00
010-9100-826	Robert Cray Signature Stratocaster®, Rosewood Fingerboard, Violet	\$4,200.00

RORY GALLAGHER SIGNATURE STRATOCASTER®

Fender® Custom Shop designers met Donal Gallagher, brother of the late, great Rory Gallagher, in 1997 at Los Angeles International Airport and received a gig bag holding one of the most coveted guitars of all time...Rory's worn-to-the-wood 1961 Stratocaster® guitar. Fender® initially built 40 "clones" for the European market, and was subsequently besieged with requests for more. The Rory Gallagher Tribute Stratocaster® guitar is an exact replica of that revered instrument, right down to the extremely worn 3-Color Sunburst alder body, maple neck and rosewood fingerboard. We've even included five Sperzel® tuners and one Gotoh® tuner, and we've replaced the 12th-fret dot marker with white plastic instead of 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.

Model No.	Description	MSRP
015-0080-800	Rory Gallagher Signature Stratocaster® Relic®, Rosewood Fingerboard, 3-Color Sunburst	\$4,000.00

ERIC CLAPTON SIGNATURE STRATOCASTER®

Built to Slowhand's exacting specifications, the Custom Shop Eric Clapton Signature Stratocaster® guitar is powered by three Vintage Noiseless™ pickups and features an alder body, special soft "V" shaped maple neck, blocked tremolo and Eric's signature on the headstock.

Model No.	Description	MSRP
015-8082-893	Eric Clapton Signature Stratocaster®, 1-Piece Maple Neck, EC Grey	\$3,800.00
015-8082-804	Eric Clapton Signature Stratocaster®, 1-Piece Maple Neck, Daphne Blue	\$3,800.00
015-0082-806	Eric Clapton Signature Stratocaster®, 1-Piece Maple Neck, Black	\$3,800.00
015-0082-850	Eric Clapton Signature Stratocaster®, 1-Piece Maple Neck, Mercedes Blue	\$3,800.00
015-0082-873	Eric Clapton Signature Stratocaster®, 1-Piece Maple Neck, Midnight Blue	\$3,800.00

JEFF BECK SIGNATURE STRATOCASTER®

From his blistering British Invasion beginnings through his amazingly varied solo career and right up to today, Jeff Beck's Stratocaster® guitar has been 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.

Model No.	Description	MSRP
015-0083-805	Jeff Beck Signature Stratocaster®, Rosewood Fingerboard, Olympic White	\$3,500.00
015-0083-857	Jeff Beck Signature Stratocaster®, Rosewood Fingerboard, Surf Green	\$3,500.00

JOHN 5 HB SIGNATURE TELECASTER®

Featuring pure Tele® guitar styling and cutting edge modifications, the John 5 HB Telecaster® guitar is a modern day classic. Although it appears to be a standard Tele® guitar, a closer look unveils a custom three-on-a-side headstock bolted onto a black double-bound premium ash body with a shaved maple neck (for behind the nut bends) complete with a rosewood fingerboard. The John 5 HB is equipped with a Fender® USA Enforcer™ humbucking bridge pickup, a Fender® Custom Shop Twisted Tele® neck pickup with a master volume and tone control.

Model No.	Description	MSRP
015-5000-806	J5 HB Signature Telecaster®, Rosewood Fingerboard, Black	\$3,200.00

J5 BIGSBY® SIGNATURE TELECASTER®

The J5 Bigsby® Signature Telecaster® features an ash body, Seymour Duncan® Hot Rails™ humbucking bridge pickup, a Fender® Custom Shop Twisted Tele® neck pickup and a Bigsby® licensed vibrato system.

Model No.	Description	MSRP
015-5500-806	J5 Bigsby® Signature Telecaster®, Rosewood Fingerboard, Black	\$3,400.00

ROBIN TROWER SIGNATURE STRATOCASTER®

In 1974, legendary solo artist and Procol Harum guitarist, Robin Trower, helped define an era of guitar riff rock with the first four notes of "Bridge Of Sighs." A long-time Stratocaster® player, Robin's signature guitar features a custom pickup set created by Robin and Fender® Master Builder Todd Krause. The pickup set provides multiple classic Strat® tones, and the reverse wound/reverse polarity middle pickup, which includes a humbucking option in the second and fourth positions. Other features include an alder body, custom "C"-shape maple neck with a large '70s-style headstock, abalone dot position inlays with narrow spacing, '70s-style decal, Synchronized Tremolo, bullet truss rod adjustment nut and four-bolt neck plate.

Model No.	Description	MSRP
015-5102-806	Robin Trower Signature Stratocaster®, 1-Piece Maple Neck, Black	\$3,100.00
015-5102-880	Robin Trower Signature Stratocaster®, 1-Piece Maple Neck, Arctic White	\$3,100.00
015-5102-888	Robin Trower Signature Stratocaster®, 1-Piece Maple Neck, Midnight Wine Burst	\$3,100.00

PINO PALADINO SIGNATURE 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 Indian rosewood fingerboard, custom-wound pickup, tortoiseshell pickguard and Thomastik-Infeld® strings – Pino's signature bass is made to his exacting specifications.

Model No.	Description	MSRP
015-8200-840	Pino Paladino Signature Precision Bass®, Rosewood Fingerboard, Fiesta Red	\$4,200.00

REGGIE HAMILTON SIGNATURE JAZZ BASS®

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

Model No.	Description	MSRP
015-8400-800	Reggie Hamilton Signature Jazz Bass® IV, Rosewood Fingerboard, 3-Color Sunburst	\$3,200.00
015-8400-806	Reggie Hamilton Signature Jazz Bass® IV, Rosewood Fingerboard, Black	\$3,200.00
015-8500-800	Reggie Hamilton Signature Jazz Bass® V, Pao Ferro Fingerboard, 3-Color Sunburst	\$3,400.00
015-8500-806	Reggie Hamilton Signature Jazz Bass® V, Pao Ferro Fingerboard, Black	\$3,400.00

JACO PASTORIUS TRIBUTE JAZZ BASS®

A tribute to the great Jazz Bass® master! This is a faithful re-creation of Jaco's famous distressed Three-color Sunburst fretless Jazz Bass® and is a result of meticulous research done in cooperation with his technician. Jaco's Jazz Bass® features a select alder body, special shaped maple neck, epoxy coated fretless rosewood fingerboard and knurled chrome Precision Bass® control knobs.

Model No.	Description	MSRP
019-6108-800	Jaco Pastorius Tribute Jazz Bass®, Rosewood Fingerboard, 3-Color Sunburst	\$4,200.00



WHEN YOU'RE READY

2010 CUSTOM COLLECTION

EFFECTIVE AUGUST 1, 2010 | U.S. MSRP FOR FENDER® CUSTOM SHOP INSTRUMENTS

PHOTOGRAPHY: MATT YORK