



CustomCollection

2013 CATALOGUE

PRICES EFFECTIVE JANUARY 1, 2013 | MSRP FOR FENDER® CUSTOM SHOP INSTRUMENTS



Shown: 2013 Custom Deluxe Stratocaster®, Rosewood Fingerboard, Ebony Transparent





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

Photos by Matt York and Mark Keraly

TimeMachine™



Shown: 1951 Relic Precision Bass, Maple Fingerboard, Aged Lake Placid Blue

1952 Relic® Telecaster®

A historic instrument with a custom twist. We've taken one of Fender's most iconic instruments and added color and features to make the 2013 version something that could have been built in 1952. We started with a lightweight ash body, picked one of our favorite and most requested neck shapes (the 10"/56), and rounded the instrument off with a set of Twisted Tele pickups. Built with the player in mind, it also has the flatter 9.5" fingerboard radius, taller 6105 frets and the most requested wiring and tone-control circuits. Gold hardware and an anodized gold pickguard make this instrument a stunningly crafted lean, mean tone machine. Available (for the first time) in three new colors.

Part #	Description	MSRP
1505202802	1952 Relic® Telecaster®, Maple Fingerboard, Aged Lake Placid Blue	\$5,000.00
1505202810	1952 Relic® Telecaster®, Maple Fingerboard, Melon Candy	\$5,000.00
1505202882	1952 Relic® Telecaster®, Maple Fingerboard, Candy Tangerine	\$5,000.00

1956 Relic® Stratocaster®

A historic instrument with a custom twist. We've taken one of Fender's most iconic instruments and added color and features to make the 2013 version something that could have been built in 1956. We started with a lightweight ash body, picked one of our favorite and most requested neck shapes (the 10"/56) and rounded the instrument off with a set of Fat '50s pickups. Built with the player in mind, it also has the flatter 9.5" fingerboard radius, taller 6105 frets and one of our most requested wiring and tone-control circuits, which lets the player control the middle and bridge pickups with one tone knob. Gold hardware and an anodized gold pickguard make this instrument a stunningly crafted lean, mean tone machine. Available (for the first time) in three new colors.

Part #	Description	MSRP
1500602802	1956 Relic® Stratocaster®, Maple Fingerboard, Aged Lake Placid Blue	\$4,900.00
1500602810	1956 Relic® Stratocaster®, Maple Fingerboard, Melon Candy	\$4,900.00
1500602882	1956 Relic® Stratocaster®, Maple Fingerboard, Candy Tangerine	\$4,900.00

1959 Relic® Esquire®

At the Custom Shop, we often dream of instruments that we ourselves would want to own and play. The 1959 Esquire is one of those instruments. We've taken this piece of Fender history and added a few features to customize it into one of our favorite Esquires, distinguished by a sunburst finish and rosewood fingerboard. The body is hand-selected alder and is coupled with a '60s oval "C"-shaped neck and a dark rosewood fingerboard with a 9.5" radius and taller 6105 frets. Our own special "Eldred Esquire" wiring puts a lighter load across the entire output of the guitar than a typical Esquire and gives the instrument a half-cocked wah-wah tone in the first switch position. The wiring also includes a Greasebucket™ tone control that rolls off highs without reducing gain.

Part #	Description	MSRP
1503200865	1959 Relic® Esquire®, Rosewood Fingerboard, Faded 3-Color Sunburst	\$4,200.00

1972 Closet Classic Custom Telecaster®

The striking 1972 Telecaster Custom is a favorite among the Custom Shop builders. Introduced back then as an upgraded Telecaster, it featured a humbucking neck pickup that was added to make it more of a "rock" guitar, and the original models were dense and heavy. We've now customized the original design. The hand-selected lightweight ash body features a comfortable belly-cut contour, and the '69 "U"-shaped neck has a round-laminated fingerboard with a 9.5" radius and taller 6105 frets. The Fender humbucking neck pickup is voiced a little hotter, with a new Twisted Tele bridge pickup to balance out the guitar's tone. Other features include two volume and two tone controls, and the original three-bolt neck-joint design, which works well with the tight neck pocket.

Part #	Description	MSRP
1510092806	1972 Closet Classic Custom Telecaster®, Maple Fingerboard, Black	\$4,400.00

1951 Relic® Precision Bass®

A historic instrument with a custom twist. We've taken one of Fender's most iconic instruments and added color and features to make the 2013 version something that could have been built in 1951. We started with a hand-selected ash body, paired it with a quartersawn maple neck, and rounded the instrument off with a custom-wound Seymour Duncan® stacked Precision Bass pickup so that the player gets even greater low-end thump. Gold hardware and an anodized gold pickguard make this instrument a stunningly crafted lean, mean tone machine. Available (for the first time) in three new colors.

Part #	Description	MSRP
1502202802	1951 Relic® Precision Bass®, Maple Fingerboard, Aged Lake Placid Blue	\$5,400.00
1502202810	1951 Relic® Precision Bass®, Maple Fingerboard, Melon Candy	\$5,400.00
1502202882	1951 Relic® Precision Bass®, Maple Fingerboard, Candy Tangerine	\$5,400.00

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

ProCollection



Shown: 2013 Closet Classic Telecaster Pro, Maple Fingerboard, White Blonde

2013 Closet Classic Stratocaster® Pro

The Pro Series has become one of the most popular instrument families in our Custom Collection. We've now added new features to the Strat Pro that make the 2013 version especially appealing, including a hand-selected lightweight ash body in faded Three-color Sunburst, White Blonde or Black. Other premium features include Fat '50s pickups with five-way switching, modern wiring in which the middle-pickup tone control affects the bridge pickup too, and a one-piece "C"-shaped quartersawn maple neck with a maple or dark rosewood fingerboard. A first for us here is a hand-oiled neck finish that imparts an instantly broken-in feeling with smooth action. The 2013 Strat Pro also has a flatter 9.5" fingerboard radius, 22 6105 frets, locking tuners and a 1018 CRS milled-steel two-point bridge.

Part #	Description	MSRP
1501710800	2013 Closet Classic Stratocaster® Pro, Rosewood Fingerboard, Faded 3-Color Sunburst	\$4,600.00
1501710801	2013 Closet Classic Stratocaster® Pro, Rosewood Fingerboard, White Blonde	\$4,600.00
1501710806	2013 Closet Classic Stratocaster® Pro, Rosewood Fingerboard, Black	\$4,600.00
1501712800	2013 Closet Classic Stratocaster® Pro, Maple Fingerboard, Faded 3-Color Sunburst	\$4,600.00
1501712801	2013 Closet Classic Stratocaster® Pro, Maple Fingerboard, White Blonde	\$4,600.00
1501712806	2013 Closet Classic Stratocaster® Pro, Maple Fingerboard, Black	\$4,600.00

2013 Closet Classic Telecaster® Pro

The Pro Series has become one of the most popular instrument families in our Custom Collection. We've now added new features to the Tele Pro that make the 2013 version especially appealing, including a hand-selected lightweight ash body in faded Three-color Sunburst, White Blonde or Black. Other premium features include Twisted Tele pickups, modern wiring with our Greasebucket™ tone circuit (which rolls off highs without reducing gain), and a one-piece "C"-shaped quartersawn maple neck with a maple or dark rosewood fingerboard. A first for us here is a hand-oiled neck finish that imparts an instantly broken-in feeling with smooth action. The 2013 Tele Pro also has a flatter 9.5" fingerboard radius, 22 6105 frets, locking tuners and a new RSD-designed low-profile Telecaster bridge with compensated brass saddles.

Part #	Description	MSRP
1501800800	2012 Closet Classic Telecaster® Pro, Rosewood Fingerboard, Faded 3-Color Sunburst	\$4,600.00
1501800801	2013 Closet Classic Telecaster® Pro, Rosewood Fingerboard, White Blonde	\$4,600.00
1501800806	2013 Closet Classic Telecaster® Pro, Rosewood Fingerboard, Black	\$4,600.00
1501802801	2013 Closet Classic Telecaster® Pro, Maple Fingerboard, Faded 3-Color Sunburst	\$4,600.00
1501802800	2013 Closet Classic Telecaster® Pro, Maple Fingerboard, White Blonde	\$4,600.00
1501802806	2013 Closet Classic Telecaster® Pro, Maple Fingerboard, Black	\$4,600.00

2013 Closet Classic P Bass® Pro

The Pro Series lets us experiment and try out new concepts, and the 2013 P Bass Pro combines vintage styling with new customized features. The hand-selected alder body features two Seymour Duncan® stacked '51 P Bass pickups to deliver maximum thump. Other features include a white pearlloid pickguard, dual volume controls and master tone control, side-mounted output jack, "C"-shaped neck profile, medium jumbo frets, vintage-style reverse tuners and new RSD-designed high-mass bridge.

Part #	Description	MSRP
157410806	2013 Closet Classic P Bass® Pro, Maple Fingerboard, Black	\$4,600.00

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

CustomDeluxe



Shown: 2013 Custom Deluxe Telecaster, Rosewood Fingerboard, Faded 3-Color Sunburst

2013 Custom Deluxe Stratocaster®

The Custom Deluxe series exemplifies the high-end instrument for the discerning player. We use our finest woods and other materials and components for this series, and new 2013 models comprise the coolest lineup yet. Case in point—the Custom Deluxe Stratocaster, which features a hand-selected okume body with a 3/16"-thick flame maple top and comfortable contours. Other premium features include a flame maple neck, 9.5"-radius fingerboard in maple or dark rosewood with 22 medium jumbo frets, Fat '50s pickups, modern wiring in which the middle-pickup tone control affects the bridge pickup too, pear-button chrome tuners and a 1018 milled tremolo bridge.

Part #	Description	MSRP
1509960800	2012 Custom Deluxe Stratocaster®, Rosewood Fingerboard, Faded 3-Color Sunburst	\$4,450.00
1509960820	2013 Custom Deluxe Stratocaster®, Rosewood Fingerboard, Candy Yellow	\$4,450.00
1509960839	2013 Custom Deluxe Stratocaster®, Rosewood Fingerboard, Ebony Transparent	\$4,450.00
1509962800	2013 Custom Deluxe Stratocaster®, Maple Fingerboard, Faded 3-Color Sunburst	\$4,450.00
1509962820	2013 Custom Deluxe Stratocaster®, Maple Fingerboard, Candy Yellow	\$4,450.00
1509962839	2013 Custom Deluxe Stratocaster®, Maple Fingerboard, Ebony Transparent	\$4,450.00

2013 Custom Deluxe Telecaster®

The Custom Deluxe series exemplifies the high-end instrument for the discerning player. We use our finest woods and other materials and components for this series, and new 2013 models comprise the coolest lineup yet. Case in point—the Custom Deluxe Telecaster, which features a hand-selected ash body with a 3/16"-thick flame maple top and comfortable contours. Other premium features include a flame maple neck, 9.5"-radius fingerboard in maple or dark rosewood with 22 medium jumbo frets, Twisted Tele pickups, pearl-button chrome tuners and our new RSD-designed low-profile Telecaster bridge with compensated brass saddles.

Part #	Description	MSRP
1509860800	2012 Custom Deluxe Telecaster®, Rosewood Fingerboard, Faded 3-Color Sunburst	\$4,900.00
1509860820	2013 Custom Deluxe Telecaster®, Rosewood Fingerboard, Candy Yellow	\$4,900.00
1509860839	2013 Custom Deluxe Telecaster®, Rosewood Fingerboard, Ebony Transparent	\$4,900.00
1509862800	2013 Custom Deluxe Telecaster®, Maple Fingerboard, Faded 3-Color Sunburst	\$4,900.00
1509862820	2013 Custom Deluxe Telecaster®, Maple Fingerboard, Candy Yellow	\$4,900.00
1509862839	2013 Custom Deluxe Telecaster®, Maple Fingerboard, Ebony Transparent	\$4,900.00

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

ArtistSeries



Shown: David Gilmour Stratocaster® NOS, Maple Fingerboard, Black

David Gilmour Stratocaster®

David Gilmour and the Fender Custom Shop are extremely proud to release one of the most highly anticipated guitars ever - the David Gilmour Signature Series Stratocaster®. Gilmour's famous "Black Strat"® guitar was a cornerstone of the Pink Floyd sound; 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 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 a black nitrocellulose lacquer finish, alder body with 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, Gilmour's three-disc *Live in Gdansk* CD/DVD package, and a copy of Taylor's book, *The Black Strat*.

Part #	Description	MSRP
150068806	David Gilmour Stratocaster® NOS, Maple Fingerboard, Black	\$5,800.00
150069806	David Gilmour Stratocaster® Relic®, Maple Fingerboard, Black	\$7,000.00

Merle Haggard Telecaster®

The Hag's signature tribute Telecaster® guitar 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	MSRP
100402803	Merle Haggard Telecaster®, Maple Fingerboard, 2-Color Sunburst	\$8,200.00

Dick Dale Stratocaster®

The Dick Dale Stratocaster® guitar 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	MSRP
106100814	Dick Dale Stratocaster®, Rosewood Fingerboard, Chartreuse Sparkle	\$4,750.00

Danny Gatton Telecaster®

The Danny Gatton Signature Telecaster® guitar 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	MSRP
108700867	Danny Gatton Telecaster®, Maple Fingerboard, Honey Blonde	\$5,800.00
108700879	Danny Gatton Telecaster®, Maple Fingerboard, Frost Gold	\$5,800.00

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

Albert Collins Telecaster®

The Ice Man's '66 Custom Telecaster® guitar 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	MSRP
108800821	Albert Collins Telecaster®, Maple Fingerboard, Natural	\$5,550.00

Robert Cray Stratocaster®

The Robert Cray Stratocaster® guitar 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	MSRP
109100824	Robert Cray Stratocaster®, Rosewood Fingerboard, Inca Silver	\$5,800.00
109100826	Robert Cray Stratocaster®, Rosewood Fingerboard, Violet	\$5,800.00

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® guitar. 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	MSRP
150080800	Rory Gallagher Stratocaster® Relic®, Rosewood Fingerboard, 3-Color Sunburst	\$5,550.00

Eric Clapton Stratocaster®

Built to Clapton's specs, the Custom Shop Eric Clapton Signature Stratocaster® guitar 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	MSRP
150082806	Eric Clapton Stratocaster®, Maple Fingerboard, Black	\$5,350.00
150082850	Eric Clapton Stratocaster®, Maple Fingerboard, Mercedes Blue	\$5,350.00
150082873	Eric Clapton Stratocaster®, Maple Fingerboard, Midnight Blue	\$5,350.00

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® guitar 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	MSRP
150083805	Jeff Beck Stratocaster®, Rosewood Fingerboard, Olympic White	\$4,850.00
150083857	Jeff Beck Stratocaster®, Rosewood Fingerboard, Surf Green	\$4,850.00

John 5 Telecaster®

With classic Telecaster® guitar 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	MSRP
155000806	John 5 HB Telecaster®, Rosewood Fingerboard, Black	\$4,500.00
155500806	John 5 Bigsby® Telecaster®, Rosewood Fingerboard, Black	\$4,700.00

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® guitar 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	MSRP
155102806	Robin Trower Stratocaster®, Maple Fingerboard, Black	\$4,400.00
155102880	Robin Trower Stratocaster®, Maple Fingerboard, Arctic White	\$4,400.00
155102888	Robin Trower Stratocaster®, Maple Fingerboard, Midnight Wine Burst	\$4,400.00

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 Paladino's, it's no wonder the Custom Shop chose to reproduce his '62 Precision Bass. Featuring a tight 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	MSRP
158200840	Pino Paladino Precision Bass®, Rosewood Fingerboard, Fiesta Red	\$5,800.00

Jaco Pastorius Jazz Bass®

The Jaco Pastorius Tribute Jazz Bass® is a faithful re creation 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	MSRP
196108800	Jaco Pastorius Jazz Bass®, Rosewood Fingerboard, 3-Color Sunburst	\$5,800.00



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.”

Wilson comes from a long line of expert woodworkers, and the requisite Custom Shop zeal for outstanding craftsmanship has long been part of his 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.



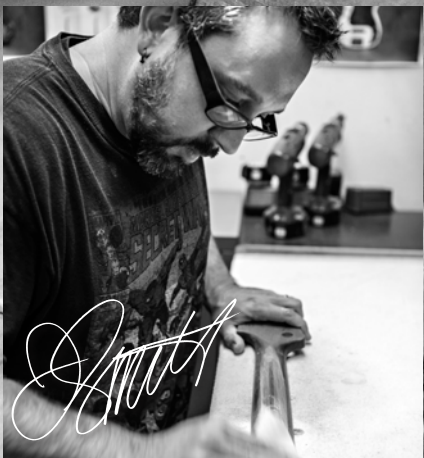
Paul Waller

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 and hasn’t looked back since.

He 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 in 2000. There he trained extensively in electric and acoustic guitar construction and repair, specializing in arch-top work, which remains his favorite.

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 he became steeped in the many facets of building techniques from all the Custom Shop’s Master Builders.

His Fender Custom Shop work has included bass guitars for U2’s Adam Clayton, co-work on a Stratocaster® for Rolling Stones guitarist Ronnie Wood, and highly unusual hand-carved arch-top and “carved brick” Telecaster designs.



Jason Smith

As a 13-year Fender veteran and son of longtime Fender R&D legend Dan Smith, Jason grew up on Fender—“It’s 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 deities 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 simply part of his DNA. Smith joined the Fender Custom Shop in 1995, and in 2006 completed a 5-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.



Yuriy Shishkov

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 elite team of master builders in 2000.

Todd Krause

Calling Todd Krause the “Builder to the Stars” would be a vast understatement. He maintains and builds guitars for Fender signature artists Jeff Beck, Eric Clapton, Stu Hamm and Roscoe Beck. Further, he has built custom instruments for Mick Jagger, Keith Richards, Bob Dylan, Roger Waters and Gene Simmons, to name only a few.

Krause’s guitar-building apprenticeship began in March 1981 at Jackson/Charvel guitars. He started at Fender in 1991 and quickly donned many hats, including that of a one-off builder, R&D model maker, woodworking machinist, and, eventually, master builder.



Dennis Galuszka

Dennis Galuszka began building high-end acoustic guitars during his 13 years as a cabinetmaker, combining his passions for music and woodworking. As a self-taught drummer, it was a fateful audition with one of the Fender master builders that led to a job interview (and a steady gig). Hired as an apprentice, he was promoted to master builder in 1999. Galuszka has since built instruments for many influential players, including country legend Buck Owens and jazz master Robben Ford.

With an eye for detail and a keen imagination, Galuszka built a series of clever one-offs, including a Record Stratocaster® guitar with a record player tone arm tremolo, a pickguard customized from a real vinyl album, and fret marker inlays resembling plastic yellow 45 record adapters. His matching pair of surf guitars (a Stratocaster® and Precision Bass® guitar) built for the 2003 NAMM Show featured a long board body graphic and a custom decal.



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® guitars for a host of players, including bluesman Jeff Healey, Rhonda Smith (Prince), Neil Schon and 311 to name only a few.

Fessler’s unique 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. 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.

Muddy Waters tribute guitars. 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.

Cruz also built the limited-run Moto guitar and amp sets, worked on the ‘49 Woody amp project and developed all production processes for the Rory Gallagher and

Cruz 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), Ike Turner and Brad Whitford (Aerosmith).

