



CustomCollection

2014 CATALOGUE

PRICES EFFECTIVE FEBRUARY 1, 2014 | MSRP FOR FENDER® CUSTOM SHOP INSTRUMENTS



Shown: 2014 Proto Stratocaster®, Rosewood Fingerboard, Faded 3-Color Sunburst





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

Photos by Eric Fairchild and Mark Keraly

TimeMachine™



Shown: 1956 Heavy Relic Stratocaster®, Maple Fingerboard, Black

60th Anniversary 1954 Heavy Relic® Stratocaster®

The Fender Custom Shop celebrates the diamond jubilee of the world's greatest electric guitar with the 60th Anniversary 1954 Heavy Relic Stratocaster guitar. This special guitar honors the Stratocaster's very first model year and is finely crafted with a rich selection of features and appointments, in addition to a heavy relic treatment that evokes decades of use, abuse and hard-fought wear and tear.

The one-piece ash body features a battered nitrocellulose lacquer finish in the model's original Two-color Sunburst. The one-piece quartersawn maple neck has a comfortable 1954 "U"-shaped profile and tinted lacquer finish, and the maple fingerboard has a 9.5" radius and 21 6105 frets for smooth modern playability. Three 1954 single-coil Stratocaster pickups deliver a singing original-era voice. Other features include modern five-way pickup switching, a single-ply white pickguard, synchronized tremolo bridge with six "patent pending" saddles and serial number-stamped trem plate (a special 1954 touch), vintage-style tuners and nickel-chrome hardware. The guitar comes in a tweed "center-pocket" case with Stratocaster 60th anniversary embroidery and an included 60th anniversary commemorative book.

PART #	DESCRIPTION	MSRP
1510054803	60th Anniversary 1954 Heavy Relic® Stratocaster®	\$5,900.00

1956 Heavy Relic® Stratocaster®

Few guitars are as inspiring as a beat-up original-era Strat. There's just nothing like it. The Fender Custom Shop wanted to create a Stratocaster that would look, sound and play like a real workhorse; a truly battle-hardened beauty that had survived a lifetime of beer brawls and all-nighters.

The result is this gorgeously worn 1956 model, built with power and action that perfectly match its battered heavy-relic look. It is a guitar that is built for the player to lean into like nobody's business, with features including one of our favorite neck shapes—a V-shaped 10"/56 profile—plus a 9.5"-radius fingerboard for easier string bending, 21 6105 frets, and Master Designed pickups with a reverse-wound/reverse-polarity middle pickup that produces humbucking "in-between" sounds.

PART #	DESCRIPTION	MSRP
1511602806	1956 Heavy Relic® Stratocaster®, Maple Fingerboard, Black	\$4,700.00

1964 Closet Classic Stratocaster®

The classic look of a Sunburst-finish Stratocaster never gets old, and a decade after its introduction, the instrument was poised at the brink of history-making music in 1964. The Fender Custom Shop celebrates the 50th anniversary of the 1964 Stratocaster by recreating the instrument with a beautiful Closet Classic Three-color Sunburst finish, hand-wound pickups, a 7.25"-radius hand-selected rosewood fingerboard with 21 vintage-style frets and, in an extra-special touch, the long sought-after "L Series" neck plate.

PART #	DESCRIPTION	MSRP
1519640800	1964 Closet Classic Stratocaster®, Maple Fingerboard, 3-Color Sunburst	\$4,600.00



1964 Closet Classic Jazzmaster®

Fender history is deeply rooted in Southern California, and many early Fender ads featured SoCal themes and imagery—especially surfing. Then and now, no instrument epitomizes the quintessential “surf” guitar more than the Fender Jazzmaster.

The huge surf music wave crested in 1964, and the Fender Custom Shop celebrates the 50th anniversary of the '64 Jazzmaster by recreating the instrument in a beautiful Closet Classic Sonic Blue finish with a matching headstock. The guitar also hangs ten with vintage-spec pickups, a 7.25" radius hand-selected rosewood fingerboard with 21 vintage-style frets, white amp knobs and, in an extra-special touch, the long sought-after “L Series” neck plate.

PART #	DESCRIPTION	MSRP
1516490872	1964 Closet Classic Jazzmaster®, Round-Laminated Rosewood, Sonic Blue	\$4,900.00

1964 Heavy Relic® Precision Bass®

With its great tonal warmth and easy playability, the Precision Bass is a longtime mainstay in all types of music that remains indispensable in the arsenals of bassists everywhere. 1964 was an especially great year for the Precision Bass, which provided the foundation groove on so many great Motown, Stax, surf and other cool records of that era.

The Fender Custom Shop celebrates the 50th anniversary of that year’s model by recreating the '64 Precision with a beautiful heavy-relic Three-color Sunburst finish and the long sought-after “L Series” neck plate. With consummate cool, it evokes the great vibe, tone and feel of that musically vital year and its enduring classic sounds.

PART #	DESCRIPTION	MSRP
1516400890	1964 Heavy Relic® Precision Bass®, Round-Laminated Rosewood, Bleached 3-Color Sunburst	\$4,600.00

1951 Vintage Spec Nocaster®

Fender Custom Shop 1951 Nocaster® models take you straight back to the dawn of a new era, when a brand-new and revolutionary electric guitar from a feisty Southern California upstart company heralded incredible musical things to come. Features include a lightweight ash body, one-piece tinted maple neck with '51 Nocaster “U”-shaped profile, your choice of a 7.25" fingerboard radius with vintage-size frets or a more modern 9.5" fingerboard radius with 6105 frets, Custom Shop Nocaster pickups with vintage or modern wiring, vintage single-ply black pickguard, bone nut and vintage-style hardware.

PART #	DESCRIPTION	MSRP
9230102299	1951 Vintage Spec Nocaster®, Maple Fingerboard, Nocaster Blonde	\$3,900.00
9230102206	1951 Vintage Spec Nocaster®, Maple Fingerboard, Black	\$3,900.00

1951 Vintage Spec Relic® Nocaster®

Fender Custom Shop 1951 Nocaster® models take you straight back to the dawn of a new era, when a brand-new and revolutionary electric guitar from a feisty Southern California upstart company heralded incredible musical things to come. Features include a lightweight ash body, one-piece tinted maple neck with '51 Nocaster "U"-shaped profile, your choice of a 7.25" fingerboard radius with vintage-size frets or a more modern 9.5" fingerboard radius with 6105 frets, Custom Shop Nocaster pickups with vintage or modern wiring, vintage single-ply black pickguard, bone nut and vintage-style hardware.

PART #	DESCRIPTION	MSRP
9230302299	1951 Vintage Spec Relic® Nocaster®, Maple Fingerboard, Nocaster Blonde	\$4,400.00
9230302206	1951 Vintage Spec Relic® Nocaster®, Maple Fingerboard, Black	\$4,400.00

1951 Modern Spec Nocaster®

Fender Custom Shop 1951 Nocaster® models take you straight back to the dawn of a new era, when a brand-new and revolutionary electric guitar from a feisty Southern California upstart company heralded incredible musical things to come. Features include a lightweight ash body, one-piece tinted maple neck with '51 Nocaster "U"-shaped profile, your choice of a 7.25" fingerboard radius with vintage-size frets or a more modern 9.5" fingerboard radius with 6105 frets, Custom Shop Nocaster pickups with vintage or modern wiring, vintage single-ply black pickguard, bone nut and vintage-style hardware.

PART #	DESCRIPTION	MSRP
9230102399	1951 Modern Spec Nocaster®, Maple Fingerboard, Nocaster Blonde	\$3,900.00
9230102306	1951 Modern Spec Nocaster®, Maple Fingerboard, Black	\$3,900.00

1951 Modern Spec Relic® Nocaster®

Fender Custom Shop 1951 Nocaster® models take you straight back to the dawn of a new era, when a brand-new and revolutionary electric guitar from a feisty Southern California upstart company heralded incredible musical things to come. Features include a lightweight ash body, one-piece tinted maple neck with '51 Nocaster "U"-shaped profile, your choice of a 7.25" fingerboard radius with vintage-size frets or a more modern 9.5" fingerboard radius with 6105 frets, Custom Shop Nocaster pickups with vintage or modern wiring, vintage single-ply black pickguard, bone nut and vintage-style hardware.

PART #	DESCRIPTION	MSRP
9230302399	1951 Modern Spec Relic® Nocaster®, Maple Fingerboard, Nocaster Blonde	\$4,400.00
9230302306	1951 Modern Spec Relic® Nocaster®, Maple Fingerboard, Black	\$4,400.00

1960 Vintage Spec Stratocaster®

Poised at the dawn of an exciting new decade, the Stratocaster of 1960 was a guitar about to embark on wild sonic adventures never dreamed of by the instrument's creators. Players everywhere were wringing incredible sounds from it, and world domination loomed on an electrifying musical and cultural horizon. The Fender Custom Shop 1960 Stratocaster puts that visceral thrill in your hands, with features including a lightweight alder body, tinted maple neck with '60s-style "oval C"-shaped profile, dark rosewood fingerboard with your choice of a 7.25" radius and vintage frets or a more modern 9.5" radius with 6105 frets, Custom Shop '60s pickups with three-way switching and vintage wiring or more modern five-way switching, bone nut, three-ply mint green pickguard, and vintage hardware.

PART #	DESCRIPTION	MSRP
9230700200	1960 Vintage Spec Stratocaster®, Rosewood Fingerboard, 3-Color Sunburst	\$3,900.00
9230700206	1960 Vintage Spec Stratocaster®, Rosewood Fingerboard, Black	\$3,900.00
9230700202	1960 Vintage Spec Stratocaster®, Rosewood Fingerboard, Lake Placid Blue	\$3,900.00
9230700205	1960 Vintage Spec Stratocaster®, Rosewood Fingerboard, Olympic White	\$3,900.00
9230700254	1960 Vintage Spec Stratocaster®, Rosewood Fingerboard, Fiesta Red	\$3,900.00

1960 Vintage Spec Relic® Stratocaster®

Poised at the dawn of an exciting new decade, the Stratocaster of 1960 was a guitar about to embark on wild sonic adventures never dreamed of by the instrument's creators. Players everywhere were wringing incredible sounds from it, and world domination loomed on an electrifying musical and cultural horizon. The Fender Custom Shop 1960 Stratocaster puts that visceral thrill in your hands, with features including a lightweight alder body, tinted maple neck with '60s-style "oval C"-shaped profile, dark rosewood fingerboard with your choice of a 7.25" radius and vintage frets or a more modern 9.5" radius with 6105 frets, Custom Shop '60s pickups with three-way switching and vintage wiring or more modern five-way switching, bone nut, three-ply mint green pickguard, and vintage hardware.

PART #	DESCRIPTION	MSRP
9230900200	1960 Vintage Spec Relic® Stratocaster®, Rosewood Fingerboard, 3-Color Sunburst	\$4,400.00
9230900206	1960 Vintage Spec Relic® Stratocaster®, Rosewood Fingerboard, Black	\$4,400.00
9230900202	1960 Vintage Spec Relic® Stratocaster®, Rosewood Fingerboard, Lake Placid Blue	\$4,400.00
9230900205	1960 Vintage Spec Relic® Stratocaster®, Rosewood Fingerboard, Olympic White	\$4,400.00
9230900254	1960 Vintage Spec Relic® Stratocaster®, Rosewood Fingerboard, Fiesta Red	\$4,400.00

1960 Modern Spec Stratocaster®

Poised at the dawn of an exciting new decade, the Stratocaster of 1960 was a guitar about to embark on wild sonic adventures never dreamed of by the instrument's creators. Players everywhere were wringing incredible sounds from it, and world domination loomed on an electrifying musical and cultural horizon. The Fender Custom Shop 1960 Stratocaster puts that visceral thrill in your hands, with features including a lightweight alder body, tinted maple neck with '60s-style "oval C"-shaped profile, dark rosewood fingerboard with your choice of a 7.25" radius and vintage frets or a more modern 9.5" radius with 6105 frets, Custom Shop '60s pickups with three-way switching and vintage wiring or more modern five-way switching, bone nut, three-ply mint green pickguard, and vintage hardware.

PART #	DESCRIPTION	MSRP
9230700300	1960 Modern Spec Stratocaster®, Rosewood Fingerboard, 3-Color Sunburst	\$3,900.00
9230700306	1960 Modern Spec Stratocaster®, Rosewood Fingerboard, Black	\$3,900.00
9230700302	1960 Modern Spec Stratocaster®, Rosewood Fingerboard, Lake Placid Blue	\$3,900.00
9230700305	1960 Modern Spec Stratocaster®, Rosewood Fingerboard, Olympic White	\$3,900.00
9230700354	1960 Modern Spec Stratocaster®, Rosewood Fingerboard, Fiesta Red	\$3,900.00

1960 Modern Spec Relic® Stratocaster®

Poised at the dawn of an exciting new decade, the Stratocaster of 1960 was a guitar about to embark on wild sonic adventures never dreamed of by the instrument's creators. Players everywhere were wringing incredible sounds from it, and world domination loomed on an electrifying musical and cultural horizon. The Fender Custom Shop 1960 Stratocaster puts that visceral thrill in your hands, with features including a lightweight alder body, tinted maple neck with '60s-style "oval C"-shaped profile, dark rosewood fingerboard with your choice of a 7.25" radius and vintage frets or a more modern 9.5" radius with 6105 frets, Custom Shop '60s pickups with three-way switching and vintage wiring or more modern five-way switching, bone nut, three-ply mint green pickguard, and vintage hardware.

PART #	DESCRIPTION	MSRP
9230900300	1960 Modern Spec Relic® Stratocaster®, Rosewood Fingerboard, 3-Color Sunburst	\$4,400.00
9230900306	1960 Modern Spec Relic® Stratocaster®, Rosewood Fingerboard, Black	\$4,400.00
9230900302	1960 Modern Spec Relic® Stratocaster®, Rosewood Fingerboard, Lake Placid Blue	\$4,400.00
9230900305	1960 Modern Spec Relic® Stratocaster®, Rosewood Fingerboard, Olympic White	\$4,400.00
9230900354	1960 Modern Spec Relic® Stratocaster®, Rosewood Fingerboard, Fiesta Red	\$4,400.00

1963 Vintage Spec Telecaster®

1963 was a great year that saw the Telecaster well ensconced in studios and on stages worldwide as an indispensable workhorse instruments with more than a decade of great work under its belt. For pop, rock and country guitarists in particular, the Telecaster was simply a must-have instrument by that time, The Fender Custom Shop's 1963 Telecaster expertly evokes that year's model, with features including a lightweight alder body, tinted maple neck with '60s-style "oval C" profile, dark rosewood fingerboard with your choice of a 7.25" radius and vintage frets or a more modern 9.5" radius with 6105 frets, Custom Shop '63 Telecaster pickups with vintage or modern wiring, bone nut, three-ply mint green pickguard, and vintage hardware.

PART #	DESCRIPTION	MSRP
9231000200	1963 Vintage Spec Telecaster®, Rosewood Fingerboard, 2-Color Sunburst	\$3,900.00
9231000206	1963 Vintage Spec Telecaster®, Rosewood Fingerboard, Black	\$3,900.00
9231000254	1963 Vintage Spec Telecaster®, Rosewood Fingerboard, Fiesta Red	\$3,900.00
9231000205	1963 Vintage Spec Telecaster®, Rosewood Fingerboard, Olympic White	\$3,900.00

1963 Vintage Spec Relic® Telecaster®

1963 was a great year that saw the Telecaster well ensconced in studios and on stages worldwide as an indispensable workhorse instruments with more than a decade of great work under its belt. For pop, rock and country guitarists in particular, the Telecaster was simply a must-have instrument by that time, The Fender Custom Shop's 1963 Telecaster expertly evokes that year's model, with features including a lightweight alder body, tinted maple neck with '60s-style "oval C" profile, dark rosewood fingerboard with your choice of a 7.25" radius and vintage frets or a more modern 9.5" radius with 6105 frets, Custom Shop '63 Telecaster pickups with vintage or modern wiring, bone nut, three-ply mint green pickguard, and vintage hardware.

PART #	DESCRIPTION	MSRP
9231200200	1963 Vintage Spec Relic® Telecaster®, Rosewood Fingerboard, 2-Color Sunburst	\$4,400.00
9231200206	1963 Vintage Spec Relic® Telecaster®, Rosewood Fingerboard, Black	\$4,400.00
9231200254	1963 Vintage Spec Relic® Telecaster®, Rosewood Fingerboard, Fiesta Red	\$4,400.00
9231200205	1963 Vintage Spec Relic® Telecaster®, Rosewood Fingerboard, Olympic White	\$4,400.00

1963 Modern Spec Telecaster®

1963 was a great year that saw the Telecaster well ensconced in studios and on stages worldwide as an indispensable workhorse instruments with more than a decade of great work under its belt. For pop, rock and country guitarists in particular, the Telecaster was simply a must-have instrument by that time, The Fender Custom Shop's 1963 Telecaster expertly evokes that year's model, with features including a lightweight alder body, tinted maple neck with '60s-style "oval C" profile, dark rosewood fingerboard with your choice of a 7.25" radius and vintage frets or a more modern 9.5" radius with 6105 frets, Custom Shop '63 Telecaster pickups with vintage or modern wiring, bone nut, three-ply mint green pickguard, and vintage hardware.

PART #	DESCRIPTION	MSRP
9231000300	1963 Modern Spec Telecaster®, Rosewood Fingerboard, 2-Color Sunburst	\$3,900.00
9231000306	1963 Modern Spec Telecaster®, Rosewood Fingerboard, Black	\$3,900.00
9231000354	1963 Modern Spec Telecaster®, Rosewood Fingerboard, Fiesta Red	\$3,900.00
9231000305	1963 Modern Spec Telecaster®, Rosewood Fingerboard, Olympic White	\$3,900.00

1963 Modern Spec Relic® Telecaster®

1963 was a great year that saw the Telecaster well ensconced in studios and on stages worldwide as an indispensable workhorse instruments with more than a decade of great work under its belt. For pop, rock and country guitarists in particular, the Telecaster was simply a must-have instrument by that time, The Fender Custom Shop's 1963 Telecaster expertly evokes that year's model, with features including a lightweight alder body, tinted maple neck with '60s-style "oval C" profile, dark rosewood fingerboard with your choice of a 7.25" radius and vintage frets or a more modern 9.5" radius with 6105 frets, Custom Shop '63 Telecaster pickups with vintage or modern wiring, bone nut, three-ply mint green pickguard, and vintage hardware.

PART #	DESCRIPTION	MSRP
9231200300	1963 Modern Spec Relic® Telecaster®, Rosewood Fingerboard, 2-Color Sunburst	\$4,400.00
9231200306	1963 Modern Spec Relic® Telecaster®, Rosewood Fingerboard, Black	\$4,400.00
9231200354	1963 Modern Spec Relic® Telecaster®, Rosewood Fingerboard, Fiesta Red	\$4,400.00
9231200305	1963 Modern Spec Relic® Telecaster®, Rosewood Fingerboard, Olympic White	\$4,400.00

ProtoSeries



Shown: 2014 Proto Precision Bass, Maple Fingerboard, Arctic White

2014 Proto Stratocaster®

Proto Series models (formerly Pro Series) are the Fender Custom Shop's proving-ground instruments, built with distinctive features typically requested for Master Built guitars and basses. We've incorporated several such features into a special custom instrument—the 2014 Proto Stratocaster, which has a hand-selected light ash body and a AAA birdseye maple neck with our “number three” early-'60s “C”-shaped profile and a smooth satin finish.

Other features include a maple or round-laminated hand-selected rosewood fingerboard with a 9.5" radius and 22 medium jumbo frets, Texas Special™ neck and middle pickups, Super 55 Split-Coil Stratocaster bridge pickup, stripped-down control configuration (master volume, master tone, five-way pickup switch), Custom Classic tremolo system, locking tuners, and graphite nut for easier tuning and minimal string slippage. Available in Arctic White, Black and Faded Three-color Sunburst finishes.

PART #	DESCRIPTION	MSRP
1501520800	2014 Proto Stratocaster®, Rosewood Fingerboard, Faded 3-Color Sunburst	\$4,300.00
1501520806	2014 Proto Stratocaster®, Rosewood Fingerboard, Black	\$4,300.00
1501520880	2014 Proto Stratocaster®, Rosewood Fingerboard, Arctic White	\$4,300.00
1501522800	2014 Proto Stratocaster®, Maple Fingerboard, Faded 3-Color Sunburst	\$4,300.00
1501522806	2014 Proto Stratocaster®, Maple Fingerboard, Black	\$4,300.00
1501522880	2014 Proto Stratocaster®, Maple Fingerboard, Arctic White	\$4,300.00

2014 Proto Telecaster®

Proto Series models (formerly Pro Series) are the Fender Custom Shop's proving-ground instruments, built with distinctive features typically requested for Master Built guitars and basses.

We've incorporated several such features into a special custom instrument—the 2014 Proto Telecaster, which has a hand-selected light ash body with an easy-access neck heel and an AAA birdseye maple neck with a 10/56 profile and a smooth satin finish. Other features include a 9.5"-radius maple or rosewood fingerboard with 22 medium jumbo frets, Josefina Red Hot Tele® pickups, RSD Telecaster bridge, and vintage-style tuners. Available in Arctic White, Black and Faded Three-color Sunburst finishes.

PART #	DESCRIPTION	MSRP
1501610800	2014 Proto Telecaster®, Rosewood Fingerboard, Faded 3-Color Sunburst	\$4,300.00
1501610806	2014 Proto Telecaster®, Rosewood Fingerboard, Black	\$4,300.00
1501610880	2014 Proto Telecaster®, Rosewood Fingerboard, Arctic White	\$4,300.00
1501612800	2014 Proto Telecaster®, Maple Fingerboard, Faded 3-Color Sunburst	\$4,300.00
1501612806	2014 Proto Telecaster®, Maple Fingerboard, Black	\$4,300.00
1501612880	2014 Proto Telecaster®, Maple Fingerboard, Arctic White	\$4,300.00

2014 Proto Precision Bass®

Proto Series models (formerly Pro Series) are the Fender Custom Shop's proving-ground instruments, built with distinctive features typically requested for Master Built guitars and basses.

We've incorporated several such features into a special custom instrument—the 2014 Proto Precision Bass, which has a hand-selected alder body and a one-piece quartersawn hard rock maple neck with a smooth satin finish. Other features include a 7.25"-radius fingerboard with 20 medium jumbo frets, custom TV Jones® Thunderblade pickup, high-mass RSD bass bridge, and vintage-style tuners. Available in Arctic White, Black and Faded Three-color Sunburst finishes.

PART #	DESCRIPTION	MSRP
0157412800	2014 Proto Precision Bass®, Maple Fingerboard, Faded 3-Color Sunburst	\$4,300.00
0157412806	2014 Proto Precision Bass®, Maple Fingerboard, Black	\$4,300.00
0157412880	2014 Proto Precision Bass®, Maple Fingerboard, Arctic White	\$4,300.00

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

CustomDeluxe



Shown: 2014 Custom Deluxe Stratocaster, Maple Fingerboard, Purple Transparent

2014 Custom Deluxe Stratocaster®

The Fender Custom Shop has crafted its finest Custom Deluxe models yet for 2014, using the finest materials available for the player who demands a high-end boutique instrument.

The 2014 Custom Deluxe Stratocaster encompasses our favorite tone woods, with a hand-selected alder body beneath the kind of AAA quilt maple top typically reserved for Master Built instruments, all with an elegant satin finish. The AAA birdseye maple neck is topped by a 9.5"-radius maple or rosewood fingerboard with 22 medium jumbo frets. The three hand-wound '60s-spec pickups include a Fat '60s bridge pickup and a reverse-wound/reverse-polarity middle pickup that produces humbucking "in-between" sounds. Available in Purple Trans, Candy Red Trans and Cobalt Blue Trans finishes.

PART #	DESCRIPTION	MSRP
1509970809	2014 Custom Deluxe Stratocaster®, Rosewood Fingerboard, Candy Red Transparent	\$4,300.00
1509970862	2014 Custom Deluxe Stratocaster®, Rosewood Fingerboard, Cobalt Blue Transparent	\$4,300.00
1509970894	2014 Custom Deluxe Stratocaster®, Rosewood Fingerboard, Purple Transparent	\$4,300.00
1509972809	2014 Custom Deluxe Stratocaster®, Maple Fingerboard, Candy Red Transparent	\$4,300.00
1509972862	2014 Custom Deluxe Stratocaster®, Maple Fingerboard, Cobalt Blue Transparent	\$4,300.00
1509972894	2014 Custom Deluxe Stratocaster®, Maple Fingerboard, Purple Transparent	\$4,300.00

2014 Custom Deluxe Telecaster®

The Fender Custom Shop has crafted its finest Custom Deluxe models yet for 2014, using the finest materials available for the player who demands a high-end boutique instrument.

The 2014 Custom Deluxe Telecaster encompasses our favorite tone woods, with a hand-selected alder body beneath the kind of AAA quilt maple top typically reserved for Master Built instruments, all with an elegant satin finish. The AAA birdseye maple neck is topped by a 9.5"-radius maple or rosewood fingerboard with 22 medium jumbo frets. The guitar also features a Twisted Tele® pickup neck pickup and hand-wound Texas Special bridge pickup. Available in Purple Trans, Candy Red Trans and Cobalt Blue Trans finishes.

PART #	DESCRIPTION	MSRP
1509870809	2014 Custom Deluxe Telecaster®, Rosewood Fingerboard, Candy Red Transparent	\$4,300.00
1509870862	2014 Custom Deluxe Telecaster®, Rosewood Fingerboard, Cobalt Blue Transparent	\$4,300.00
1509870894	2014 Custom Deluxe Telecaster®, Rosewood Fingerboard, Purple Transparent	\$4,300.00
1509872809	2014 Custom Deluxe Telecaster®, Maple Fingerboard, Candy Red Transparent	\$4,300.00
1509872862	2014 Custom Deluxe Telecaster®, Maple Fingerboard, Cobalt Blue Transparent	\$4,300.00
1509872894	2014 Custom Deluxe Telecaster®, Maple Fingerboard, Purple Transparent	\$4,300.00

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Artist Series



Shown: Sean Hurley 1961 Precision Bass, Rosewood Fingerboard, 3-Color Sunburst

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
0150068806	David Gilmour Stratocaster® NOS, Maple Fingerboard, Black	6,400.00
0150069806	David Gilmour Stratocaster® Relic®, Maple Fingerboard, Black	7,200.00

Michael Landau 1968 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 Raging 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 1968 Relic Stratocaster is based on Landau's 1968 Stratocaster, with a hand-selected lightweight alder body, special "custom oval" neck profile, custom hand-wound pickups and wiring, and a worn Black and Bleached Three-color Sunburst nitrocellulose lacquer finishes. Other features include a round-laminated dark rosewood fingerboard with a 7.25" radius and 6105 frets, period-correct large headstock, 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	MSRP
1552200806	Michael Landau 1968 Stratocaster®, Rosewood Fingerboard, Black	5,200.00
1552200865	Michael Landau 1968 Stratocaster®, Rosewood Fingerboard, Bleached 3-Color Sunburst	5,200.00
1552400140	Michael Landau 1963 Stratocaster®, Rosewood Fingerboard, Fiesta Red over 3-Color Sunburst	5,500.00

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	MSRP
0100402803	Merle Haggard Telecaster®, Maple Fingerboard, 2-Color Sunburst	8,450.00

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	MSRP
0106100814	Dick Dale Stratocaster®, Rosewood Fingerboard, Chartreuse Sparkle	4,900.00

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	MSRP
0108700867	Danny Gatton Telecaster®, Maple Fingerboard, Honey Blonde	5,950.00
0108700879	Danny Gatton Telecaster®, Maple Fingerboard, Frost Gold	5,950.00

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	MSRP
0108800821	Albert Collins Telecaster®, Maple Fingerboard, Natural	5,700.00

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	MSRP
0109100824	Robert Cray Stratocaster®, Rosewood Fingerboard, Inca Silver	5,950.00
0109100826	Robert Cray Stratocaster®, Rosewood Fingerboard, Violet	5,950.00

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	MSRP
0150080800	Rory Gallagher Stratocaster® Relic®, Rosewood Fingerboard, 3-Color Sunburst	5,700.00

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	MSRP
0150082806	Eric Clapton Stratocaster®, Maple Fingerboard, Black	5,500.00
0150082850	Eric Clapton Stratocaster®, Maple Fingerboard, Mercedes Blue	5,500.00
0150082873	Eric Clapton Stratocaster®, Maple Fingerboard, Midnight Blue	5,500.00

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	MSRP
0150083805	Jeff Beck Stratocaster®, Rosewood Fingerboard, Olympic White	5,000.00
0150083857	Jeff Beck Stratocaster®, Rosewood Fingerboard, Surf Green	5,000.00

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	MSRP
0155000806	John 5 HB Telecaster®, Rosewood Fingerboard, Black	4,650.00
0155500806	John 5 Bigsby® Telecaster®, Rosewood Fingerboard, Black	4,850.00

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	MSRP
0155102806	Robin Trower Stratocaster®, Maple Fingerboard, Black	4,550.00
0155102880	Robin Trower Stratocaster®, Maple Fingerboard, Arctic White	4,550.00
0155102888	Robin Trower Stratocaster®, Maple Fingerboard, Midnight Wine Burst	4,550.00

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	MSRP
0158200840	Pino Paladino Precision Bass®, Rosewood Fingerboard, Fiesta Red	5,950.00

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 recently anchored Mayer's Born and Raised as well as the latest release, Paradise Valley, with his well-worn '61 Fender Precision Bass.

The Fender Custom Shop now replicates 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 the strings, 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	MSRP
1556100805	Sean Hurley 1961 Precision Bass®, Rosewood Fingerboard, Olympic White	5,500.00
1556100885	Sean Hurley 1961 Precision Bass®, Rosewood Fingerboard, Aged Charcoal Frost	5,500.00
1556100800	Sean Hurley 1961 Precision Bass®, Rosewood Fingerboard, 3-Color Sunburst	5,500.00

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	MSRP
0158602806	Dusty Hill Precision Bass®, Maple Fingerboard, Black	6,400.00
0158602899	Dusty Hill Precision Bass®, Maple Fingerboard, Nocaster® Blonde	6,400.00

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	MSRP
0158400800	Reggie Hamilton Jazz Bass® IV, Rosewood Fingerboard, 3-Color Sunburst	4,650.00
0158400806	Reggie Hamilton Jazz Bass® IV, Rosewood Fingerboard, Black	4,650.00

Reggie Hamilton Jazz Bass®

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	MSRP
0158500800	Reggie Hamilton Jazz Bass® V, Pao Ferro Fingerboard, 3-Color Sunburst	4,850.00
0158500806	Reggie Hamilton Jazz Bass® V, Pao Ferro Fingerboard, Black	4,850.00

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	MSRP
0196108800	Jaco Pastorius Jazz Bass®, Rosewood Fingerboard, 3-Color Sunburst	5,950.00



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

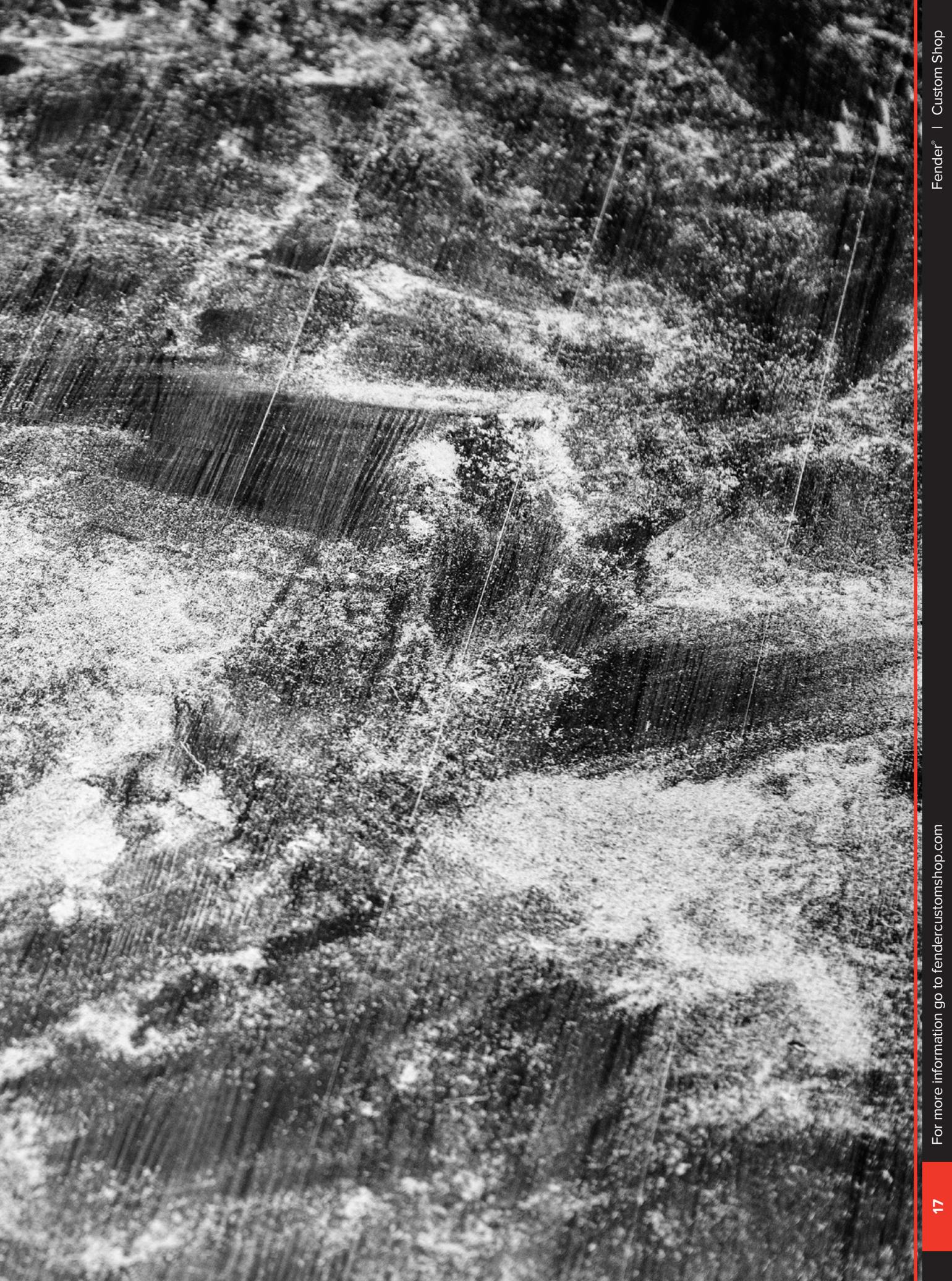
John Cruz came to Fender in 1987, joined the Custom Shop in 1993 and became a Master Builder in 2003. Custom guitars are his passion, and he is the man behind several famous Custom Shop instruments, including the replica of Stevie Ray Vaughan’s famous “Number One” Stratocaster® guitar.

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 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 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).









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