

Squier



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About Squier®

Fender acquired U.S. guitar string manufacturer the V.C. Squier Company in 1965; by 1982 the Squier name had resurfaced as a low-cost “value brand” alternative initially manufactured and distributed in the Japanese domestic market and soon offered to Europe, North America and the rest of the world.

At the time, many other established brands offered affordable copies of classic Fender models including the Stratocaster®, Telecaster®, Precision Bass® and Jazz Bass® guitars. When Squier versions of these instruments appeared, demand for them as the “official” cost-conscious alternatives was immediate, and a brand name was reborn.

To maintain and control costs over the years, Squier instruments have been produced in several nations, including Japan, Korea, India, China, Indonesia and Mexico. While the brand has produced its share of innovative designs over the past 25 years, its main focus and most successful approach has always been to be the “value brand” alternative to its big brother, Fender.

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