

To: Professor Dvorak

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Subject: Fender Bass Amplifier Buying Guide for Users

Audience

Beginner bass guitar players, live-music performers, and users outfitting music venues.

Abstract

Fender provides a wide range of options of amplification for bass guitars. This document aims to explain the amplification options provided by them. Greater usage of power, i.e. wattage (W), is required to amplify the low frequency tones produced by a bass guitar. The higher the wattage of a bass amplifier (amp): the higher the noise output. Typical user setups include either a singular combination (combo) amp or a separated amp + speaker cabinet (cab). Having a separated approach allows for interchangeability of cabs and lighter baggage for traveling performers. Users will consider their practical needs: a cheaper and smaller wattage amplifier will be perfectly reasonable for quieter at-home practice. A larger wattage and pricier amp will be necessary for higher volumes and performances.

Overview of Steps to be Followed

1. Use your personal phone or computer to view Fender.com
2. Locate the "Amps & Audio" tab. This will reveal Bassman Pro and Rumble.
3. Click "Shop All Bass Amps" or open the above into 2 separate windows.
4. Pick and choose from the Rumble combo amps, Rumble cabinets, Bassman cabinets, Bassman amp heads, and sole Rumble amp head.
5. Add desired choices to the shopping cart.
6. Choose whether to order online or find it in store.
7. Finalize the checkout process.
8. Receive the product(s).

Combo Amps

A combo amp combines the electronics of the amplifier head to the speaker(s) of the cabinet. This streamlines the amp into one complete package. Beginners will find that the lower wattages allow them to comfortably practice and learn their instrument. Users will consider purchasing a 15 or 25 watt amplifier if they are of beginner level. A high wattage combo amp is also suitable for live performances and producing high volumes. Below are the Fender Rumble combo amp options:

- 15 W at \$90
- 25 W at \$130
- 40 W at \$230
- 100 W at \$330
- 200 W at \$580
- 500 W at \$650
- 800 W at \$850

Amplifier Head

If the user desires an amplifier without a speaker: they can opt-in for the head and cabinet approach. This approach involves purchasing the electronics and speaker(s) separately.

Owning an amplifier head is lighter than owning a combo amp. Performance venues often have speakers for the amplifier head to connect with. In such situations, a performing user can opt in to purchase an amp head exclusively. The user can choose one of the following:

- Rumble 800 W at \$750
- Bassman 800 W at \$1,250
- Super Bassman 300 W at \$2,120

Users would choose a Bassman pro series amp head if they require elevated sound quality, noise range, and performance clarity.

Speaker Cabinet

Once the user has chosen or acquired an amplifier head, there will often be a need for speaker cabinets. The user must acquire X amount of cabinets to match their amplifier's wattage. For example, the rumble 800 amp head will require 7x115 cabs, 4x210 cabs, 2x410 cabs, or any mix equaling or greater to 800 W. Music venues will purchase many cabinet options for ample wattage coverage. Multiple cabinets can be connected through XLR ports in the rear of the speakers. Fender offers the following bass cabinet options:

Rumble Series Cabinets:

- 115 W at \$400
- 210 W at \$500
- 410 W at \$600

Bassman Series Cabinets:

- 115 W at \$890
- 410 W at \$1,080
- 610 W at \$1,780
- 810 W at \$1,880

Conclusion

Users will choose their desired amplifier depending on their financial budget and performance/volume expectations. Fender's products increase in MSRP in conjunction with wattage. Amplifier wattage increases in accordance with volume output. Small wattage amplifiers are perfectly suited for at-home and practice use. Performing users will likely need higher wattage amplifiers and/or larger/more cabinets. Musical venues often purchase dozens of cabinets for rotating musicians. Combo amps are good choices for users with limited budget and space. Amplifier heads are best for users with more than one cabinet. Users are able to select an optional protection plan for an added fee. A protection plan warrants a product against accidental damage, product breakdowns, and repairs at no additional cost. Users can continue through virtual checkout or locate the product at a store. By adding the product to the shopping cart they can proceed with checkout finalization.