

R
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ULTRAVIOLET

BLUE GREEN PEARL

RUDE PINK

BLUE

CHERRYS



SUNBURST / PEARL WHITE / DARK BLUE PEARL / OROZETA / LIGHT BLUE PEARL

PEARL / VIOLET / ULTRAVIOLET / OROZETA / RUDE PINK / PEARLESSENCE / PEARL WHITE / GLITTER ROCK WHITE / LIGHT BLUE PEARL

NATURAL / RED / CHERRY SUNBURST / DARK NATURAL / BLACK / BLUE / BLUE SUNBURST / GREEN / TOBACCO SUNBURST / PINK / NATURAL

PEARL / VIOLET / ULTRAVIOLET / OROZETA / RUDE PINK / PEARLESSENCE / PEARL WHITE / GLITTER ROCK WHITE / LIGHT BLUE PEARL

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B.C.

RICH BICH features our one piece through the body heeless construction maple neck with koa body or a maple neck with maple body. A 24 fret, 2 octave rosewood fingerboard with genuine mother of pearl cloud position markers accent the rosewood headplate with mother of pearl R logo on headstock. Easy access tuning: the E, A, D, G, B, E tune on the head while the octave D and G and the unison B and E tune at the butt. Standard hardware and electronics include: B.C. Rich Quadmatic® Brass Bridge, brass truss rod cover, brass pick up frames, Grover Imperial 109 C machine heads, Straplok System, genuine bone nut, 24% nickle frets. Master volume, rhythm pick up volume, pick up selector, twin preamps with preset for each, six position varitone, phase switch, dual sound switches, and master tone set. Standard pick ups are DiMarzio PAF, Super Two or Bill Lawrence L-500.

RICH BICH BASS features the one piece maple neck with koa body and rosewood headplate and 24 fret, 2 octave, rosewood fingerboard. Genuine mother of pearl cloud position markers and R logo inlay. Easy access tuning: The E, A, D, and G tune on the head while the octaves tune at the butt. And the new bridge features eight individual string saddles for precise tuning and intonation. Standard hardware includes Grover 145 C machines on headstock and Grover 109 C machines at the butt. Brass truss rod cover, genuine bone nut, 24% nickle frets, and Straplok System. Electronic features are the same as the Rich Bich, and include Bill Lawrence or DiMarzio "P" bass type pick ups.



BICH DOUBLENECK 12 and 6 string guitar features our heeless one piece necks in maple with koa or maple body, 24 fret, 2 octave rosewood fingerboards and rosewood headplates. Easy access tuning: on the twelve string the E, A, D, G, B, E tune on the headstock and the octaves and unisons tune at the butt. Hardware and inlay features are the same as the RICH BICH. The Double-neck features individual electronics for each neck and may be preset via the neck selector switch. The twelve string features our standard circuit and the six string features the RICH BICH circuit.

BICH DOUBLENECK BASS A new addition to B.C. Rich this year is the 8 and 4 string Doubleneck Bass. Available features include maple necks with koa body, rosewood 24 fret, 2 octave fingerboards and headplates. Hardware and inlay features are the same as the RICH BICH BASS. Electronics include: Neck selector switch, pick up selector switch, master volume control, rhythm pick up volume control, six position varitone, twin preamps with preset for each, and master tone control.



RICH



TREMELO MODEL Available in the Mockingbird and Eagle body styles, features include conventional 21 fret rosewood fingerboard in a 25½ inch scale, three pick up configuration coupled to our handcrafted one piece through the body heeless construction. Electronics include: master volume, rhythm pick up tone control, middle pick up tone control. Each pick up has its own 3 way on/off switch, allowing out of phase switching. Hardware includes Brass bridge; pickguard and headplate, genuine bone nut and DiMarzio or Bill Lawrence pick ups.



MOCKINGBIRD STANDARD Our standard Mockingbird guitar is available in maple neck and body with rosewood stripes or koa neck and body with maple stripes. 24 fret, 2 octave, rosewood fingerboard with diamond shape genuine mother of pearl position markers and rosewood headplate. Hardware features include: B.C. RICH QUADMATIC® BRASS Bridge, brass truss rod cover, genuine bone nut, Grover Imperial 109 C machine heads, 24% nickle frets, and Straplok System. Electronics include our standard circuit; Master volume, pick up selector, six position varitone, preamp with preset controls, phase switch, dual sound switches, and master tone. DiMarzio PAF, Super Two or Bill Lawrence L-500 pick ups.

MOCKINGBIRD BASS Available in koa neck and body with maple stripes or maple body and neck with rosewood stripes, 24 fret, 2 octave rosewood fingerboard with diamond shape genuine mother of pearl position markers and rosewood headplate. The Mockingbird Bass features our standard electronic circuit, B.C. Rich brass bridge, Grover Imperial 145 C machine heads, Straplok System, DiMarzio or Bill Lawrence "P" bass pick ups, 24% nickle frets, brass truss rod cover, and genuine bone nut.



BICH SIX STRING GUITAR features all of the RICH BICH styling, hardware, inlay, and electronics in a six string model.

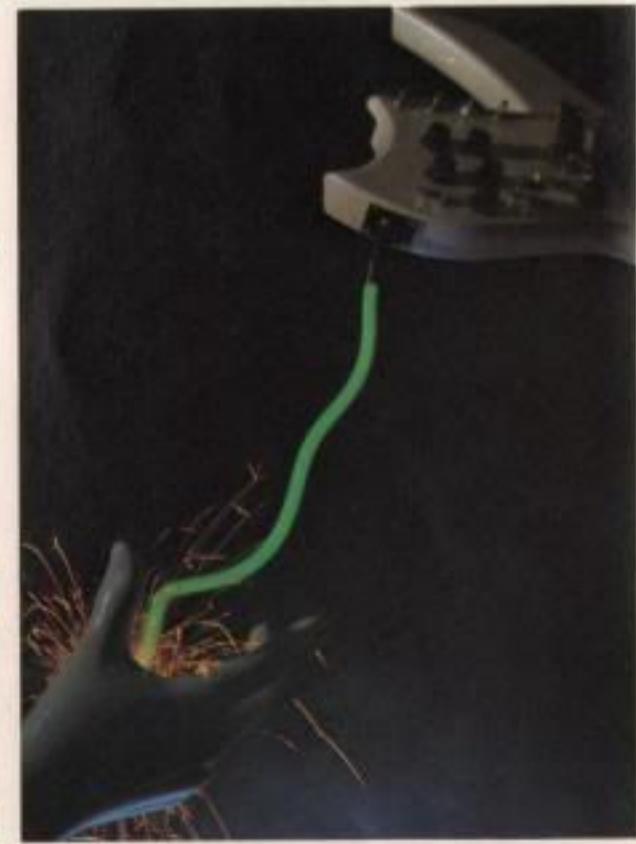
BICH FOUR STRING BASS features all of the RICH BICH BASS styling, hardware, inlay and electronics in a four string model.



B.C. Rich Strings and Straps



Quadmatic® Brass Bridge



B.C. Rich Glo Cords

We at B.C. Rich would like to take this opportunity to welcome in the new decade by giving our instruments a new look for the 80's.

We started off by adding our own machined brass bridge. On the guitar it's a four way adjustable bridge designed for optimum performance. The entire bridge adjusts forward or backward and up or down, and each string guide adjusts to suit every crown and intonation necessary to accommodate all string gauges. Anchored to the guitar by

solid brass studs and bushings, it is by far the most elegant and suitable bridge available.

We've also added a full array of Pearlessence finishes and along with our standard colors, they're guaranteed to knock your eyes out! And, of course, we still special order. Here's to the 80's.

B.C. Rich



EAGLE STANDARD Our Standard Eagle guitar features the same specifications and hardware as the Mockingbird Standard.

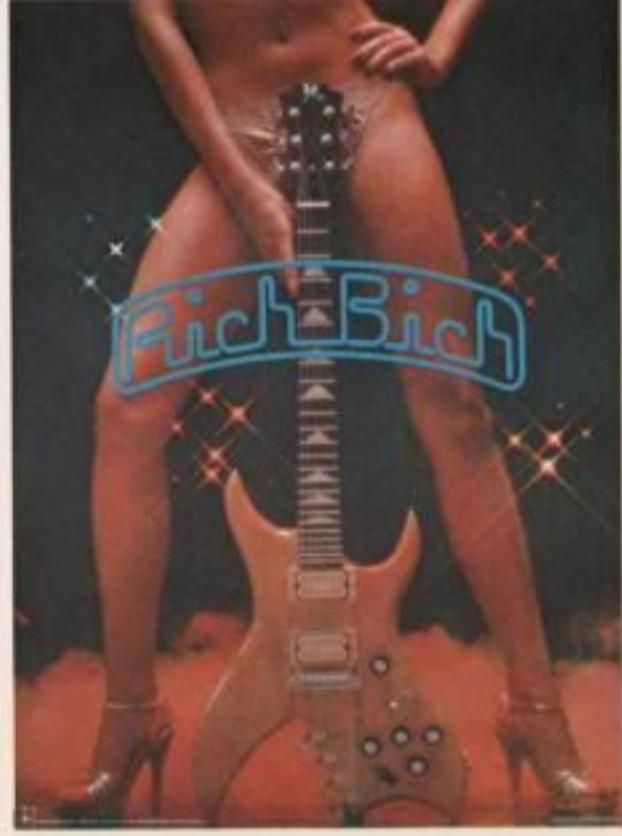
EAGLE BASS Our Eagle Bass features the same specifications and hardware as the Mockingbird Bass.



14K Gold "R" Logo Pendant



B.C. Rich T-Shirt



RICH BICH Poster

B.C. RICH

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FRIENDS

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EDDIE ESTRADA
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ENRIQUE HEREDIA
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FATS JOHNSON
LEON JOHNSON
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DANELLE KERN
LARRY KLEIN
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DAVID KREINER
JIM KRUEGER
BOB KULICK
BRUCE KULICK
GREG LEE
CARTER LALOGE
DAVID LINDLEY
MARIO LUNA
LORI McALLISTOR
MIKE McBAY
FUNKY JOHN McCLAINE
KEVIN McCORMICK
BARRY McGuIRE
CRAIG McMULLEN
NEIL MERRYWEATHER
LENNY MICHAELS
KIMIO MIZUTANI
NEAL MOSER

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PAG
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SUZI QUATRO
LOU REED
JIM RODFORD
NILE ROGERS
DAVID RULE
STEWART SAMUELSON
BARRY SCOTT
SPENCER SERCOMBE
SCOTT SHEETS

ISMAEL SOTO
STEVE STABILE
TIM STEVENS
DEREK ST. HOLMES
GREG TAWA
TREY THOMPSON
DOMENIC TROIANO
LEN TUCKEY
MICHAEL TURPIN
ROL VARANESI
JAMES VOLPICELLI
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