B.C. Rich

B.C. RICH Platinum and NJ Series guitars and basses distributed exclusively by Class Axx, Inc./B.C. Marketing.
PLATINUM SERIES

IRONBIRD
Black Pearl

IRONBIRD
White Pearl

VIRGIN
Metallic Red

BICH
Hot Pink

BICH
Cobalt Blue

WARLOCK
Yellow (reverse headstock)

WARLOCK BASS
Black & Red Crackle

WARLOCK
White Pearl

WARLOCK BASS
Poison Green

WARLOCK
Black & White Crackle (reverse headstock)
NJ SERIES

WARLOCK
Black

WARLOCK BASS
Glitter Rock White

WARLOCK
Fluorescent Yellow

WARLOCK BASS
Black

WARLOCK
Fluorescent Green

ST
Fluorescent Blue

ST
Fluorescent Pink

OUTLAW
Glitter Rock White (reverse headstock)

ST
Metallic Red

*All guitars and basses available in a variety of HOT finishes!*

*All guitars available with reverse headstock*
You race home from school, leap upstairs, grab your guitar, crank your amp, and practice the latest riffs till your fingers bleed. You do this for years. You spend a fortune on equipment, stage clothing, and creating an image that rules. You get in front of that mirror and go through your stage gestures relentlessly until you get to the point where you can wag your tongue three inches longer than anyone else, throw your hips out of joint, and perform leaps like an inspired toad. Everything's perfect—your chops, your image, your stage presence.

Then the big day comes. RCA signs you up and books you on your premier tour. You’re in front of about 10,000,000 headbangers, healthy breasted groupies, and idolizing roadies. Suddenly, they’re all laughing at you—howling at you. What went wrong? Your hair is starched, the bulge in your spandex is more than ample, you have a wall of 200 watt stacks growling at the crowd, an overkill of kaleidoscopic stage lights, and a two hour act of chart busting metal music.

So what went wrong? You forgot your guitar! Everyone is screaming at you because YOU...FORGOT...YOUR...GUITAR! What? You say you’re holding your guitar? That's not a guitar. It sort of resembles a guitar but it's not a guitar. You know why? Because it’s not a B.C. RICH. It doesn’t play like a B.C. RICH. It doesn’t look like a B.C. RICH. It doesn’t sound like a B.C. RICH. It doesn’t feel like a B.C. RICH. It doesn’t finger like a B.C. RICH. And it sure as hell doesn’t say B.C. RICH.

Look. The music business is a fun business but it is a business. Take it seriously. If you want the Ferrari, the Beverly Hills mansion, the gorgeous girls, the obscene bank account—if you really crave these things, take your guitar seriously. B.C. RICH is the serious guitar for players serious about success. So don’t blow your chances. Give yourself the advantage. When your big break comes, play a B.C. RICH. Because if you aren’t playing a B.C. RICH, you might as well be playing with yourself.

BC ‘n ya get RICH!

BERNIE RICO
Founder
B.C. RICH International

CHARLES STRINGER
Class Axe, Inc./B.C. Marketing

TED BAUM
B.C. RICH International

RANDALL E. WALTUCH
Class Axe, Inc./B.C. Marketing