



B.C.Rich

GUITARS

1994

AMERICAN HANDMADES

EAGLE ARCH TOP

EAGLE ARCH TOP
TREMOLO



EAGLE BASS

ST 2001





**ASSASIN BOLT ON
MMT**



**ASSASIN BOLT ON
MMT 3 PU**



**ASSASIN NECKTHRU
STANDARD**

GUNSLINGER





**MOCKINGBIRD SUPREME
GUITAR NECKTHRU**



**MOCKINGBIRD SUPREME
GUITAR NECKTHRU
TREMOLO**



**BICH 6 STRING
SUPREME**





**INNOVATOR BASS
4 STRING**

**INNOVATOR BASS
5 STRING**



WARLOCK BOLT ON

**WARLOCK BOLT ON
BERNIE RICO SERIES**



B.C.Rich

GUITARS

SPECIFICATIONS &
PRICE LIST

JANUARY

1994
1884



MADE IN U.S.A.

AMERICAN MADE BOLT ON NECK

• S E R I E S •

GUNSLINGER BOLT ON NECK

LIST \$899.00

BODY WOOD	ALDER
NECK WOOD	EASTERN HARDROCK MAPLE (QUARTER SAWN) HAND RUBBED OIL FINISH
FINGERBOARD	MAPLE
WIDTH AT NUT	1 5/8 IN. • WIDTH AT 24TH FRET 2 3/16 IN.
INLAYS	ROUND POSITION DOTS BLACK • SIDE DOT FRET MARKERS
SCALE	25 1/2 IN.
FRETS	22 NICKLE SILVER
PICKUPS	1 HUMBUCKER BRIDGE POSITION
BRIDGE	FLOYD ROSE OR WILKINSON TREMOLO
ELECTRONICS	1 VOLUME CONTROL • 1 DUAL SOUND SWITCH
COLORS	BLACK • RED • WHITE • COBALT BLUE • YELLOW PURPLE AND EMERALD GREEN (PEARL AND CANDY COLORS OPTIONAL)

GUNSLINGER II BOLT ON NECK GUITAR

LIST \$1049.00

SAME AS GUNSLINGER EXCEPT THIS MODEL FEATURES 2 HUMBUCKERS • 2 VOLUME 1 TONE 3 WAY SELECTOR SWITCH

WARLOCK GUITAR BOLT ON NECK STANDARD

LIST \$999.00

BODY WOOD	SELECT ALDER
NECK WOOD	EASTERN HARDROCK MAPLE (QUARTER SAWN) HAND RUBBED OIL FINISH
FINGERBOARD	MAPLE
NECK WIDTH	1 5/8 AT NUT • 23/16 AT 22ND FRET
SCALE	25 1/2 INCHES
FRETS	22 NICKLE SILVER
PICKUPS	2 HUMBUCKER SUPER DISTORTION & P.A.F.
BRIDGE	FLOYD ROSE LICENSE TREMOLO
ELECTRONICS	2 VOLUME 1 TONE 3 WAY SELECTOR SWITCH
HARDWARE	BLACK
COLORS	BLACK • WHITE • RED • BLUE • CANDY RED • CANDY BLUE • YELLOW • EMERALD GREEN

MOCKINGBIRD GUITAR BOLT ON NECK STANDARD

LIST \$999.00

SAME FEATURES AS STANDARD WARLOCK BOLT ON GUITAR

IRONBIRD GUITAR BOLT ON NECK

LIST \$999.00

SAME FEATURES AND SPECIFICATIONS AS WARLOCK AND MOCKINGBIRD STANDARD BOLT ON

AMERICAN MADE BOLT ON NECK

• S E R I E S •

ST - 2001

LIST \$1299.00

BODY WOOD	MOHOGANY WITH QUILTED OR FLAME MAPLE TOP
NECK WOOD	EASTERN HARDROCK MAPLE
FINGERBOARD	MAPLE
NECK WIDTH	NUT 1 5/8 IN. • 2 3/16 IN. AT 22 FRET
SCALE	25 1/2 INCH
FRETS	22 NICKLE SILVER
PICKUPS	2 HUMBUCKER
BRIDGE	QUADMATIC • WILKINSON OR FLOYD ROSE TREMOLO
ELECTRONIC CONTROLS	2 VOLUME 1 TONE 3 WAY SELECTOR
HARDWARE	CHROME
COLORS	TRANSLUCENT COLORS RED, BLUE, EMERALD GREEN, TANGERINE, TRANS BLACK, MAGENTA, AND GOLDEN YELLOW

ASSASIN BOLT ON STANDARD

LIST \$1199.00

BODY WOOD	SELECT ALDER
NECK WOOD	SELECT ASTERN HARDROCK MAPLE (QUARTER SAWN) HAND RUBBED OIL FINSH
FINGERBOARD	EBONY
WIDTH AT NUT	1 11/16 IN. • WIDTH AT 24TH FRET 2 1/4 IN
SCALE	25 1/2 INCH
FRETS	24 NICKLE SILVER
PICKUPS	BRIDGE 1 SUPER HIGH OUTPUT HUMBUCKER • NECK POS. 1 VINTAGE SINGLE COIL
ELECTRONICS	2 VOLUME 1 TONE 3 WAY SELECTOR
BRIDGE	FLOYD ROSE OR WILKINSON TREMOLO
HARDWARE	BLACK
COLORS	BLACK • RED • CANDY RED • WHITE • PEARL EMERALD • CANDY BLUE • DEEP METALIC PURPLE • TRANS COLOR AVAILABLE, NO EXTRA CHARGE

ASSASIN MMT BOLT ON NECK (MOLDED MAPLE TOP)

LIST \$1499.00

WOOD	AAA SELECT FIGURED QUILTED OR FLAME MAPLE TOP MOLDED OVER ARM CONTOUR ON SELECT ALDER BODY
NECK WOOD	EASTERN HARDROCK MAPLE (QUARTER SAWN) HAND RUBBED OIL FINSH
FINGERBOARD	SELECT EBONY
WIDTH AT NUT	1 11/16 IN. • WIDTH AT 24TH FRET 2 1/4 IN
SCALE	25 1/2 INCH
FRETS 24	HIGHLY POLISHED NICKLE SILVER

CONTINUED



AMERICAN MADE BOLT ON NECK

• S E R I E S •

ASSASIN MMT BOLT ON NECK (MOLDED MAPLE TOP)

CONTINUED

PICKUPS	THIS MODEL AVAILABLE IN THREE DIFFERENT PICKUP CONFIGURATIONS. (1) 2 HIGH OUT PUT HUMBUCKERS. (2) 1 HIGH OUT HUMBUCKER 1 VINTAGE SINGLE. (3) 3 VINTAGE SINGLE COIL
BRIDGE	FLOYD ROSE OR WILKINSON CONVERTIBLE TREMOLO
ELECTRONIC CONTROLS	(a) 3 SINGLE COIL PICKUPS • 3 MINI SWITCHES ON ON ON (b) 2 VOLUME 1 TONE (c) 2 HUMBUCKERS 2 VOLUME 1 TONE 3 WAY SWITCH (d) 1 HUMBUCKERS 1 SINGLE COIL 2 MINI SELECTORS ON ON 2 VOLUME 1 TONE
HARDWARE	BLACK OR CHROME
COLORS	TRANSLUCENT COLORS - RED, BLUE, EMERALD GREEN, TANGERINE, TRANS BLACK MAGENTA, AND GOLDEN YELLOW

AMERICAN MADE NECKTHRU

• M O D E L S A N D S P E C I F I C A T I O N S •

WARLOCK GUITAR NECKTHRU

LIST \$1299.00

WOOD	MAPLE NECK AND CENTER • ALDER BODY WINGS
FINGERBOARD	ROSEWOOD
WIDTH AT NUT	1 5/8 INCH
INLAY	MOTHER OF PEARL - DIAMOND SHAPE
BINDING	NONE
SCALE	24 5/8"
FRETS	24 NICKLE SILVER
PICKUPS	2 HUMBUCKERS DIMARZIO
BRIDGE	FLOYD ROSE LICENSE
ELECTRONIC CONTROLS	2 VOLUME 1 TONE 3 WAY SELECTOR
HARDWARE	BLACK

ASSASIN MMT GUITAR NECKTHRU

LIST \$1699.00

WOOD	MAPLE NECK AND CENTER • MOHOGANY WINGS WITH QUILTED TOP MOLDED OVER CONTOUR
FINGERBOARD	EBONY
BINDING	NONE
SCALE	25 1/2 INCHES
PICKUPS	2 HUMBUCKERS
BRIDGE	FLOYD ROSE OR WILKINSON CONVERTIBLE TREMOLO
FRETS	24 NICKLE SILVER
ELECTRONIC CONTROLS	2 VOLUME TONE 3 WAY SELECTOR

AMERICAN MADE NECKTHRU

• MODELS AND SPECIFICATIONS •

ASSASIN MMT GUITAR NECKTHRU

CONTINUED

COLORS	TRANSPARENT BLUE, RED TANGERINE, EMERALD GREEN, TRANS PURPLE, AND TRANS GOLD
HARDWARE	BLACK OR CHROME

ASSASIN GUITAR NECKTHRU STANDARD

LIST \$1499.00

SAME AS ASSASIN MMT EXCEPT THIS MODEL DOES NOT FEATURE THE QUILTED MAPLE TOP

MOCKINGBIRD, BICH AND EAGLE BASS

LIST \$1599.00

WOOD	QUILTED MAPLE OR KOA
FINGERBOARD	EBONY
WIDTH AT NUT	1 5/8 INCH
INLAYS	MOTHER OF PEARL CLOUD SHAPE
BINDING	OPTIONAL
SCALE	34 INCH
FRETS	24 NICKLE SILVER
PICKUPS	STANDARD P & J • OTHER COMBINATION • AVAILABLE BY REQUEST
BRIDGE	WILKINSON
ELECTRONICS	2 VOLUME 1 TONE (ACTIVE OPTIONAL)
HARDWARE COLOR	BLACK • CHROME (GOLD OPTIONAL)
COLORS	MAPLE WOOD NATURAL TRANSPARENT RED, BLUE, TANGERINE PURPLE AND EMERALD GREEN, CANDY SOLIDS COLORS ON REQUEST.

MOCKINGBIRD, BICH AND EAGLE GUITAR SUPREME

LIST \$1899.00

WOOD	QUILTED MAPLE OR KOA
FINGERBOARD	EBONY
WIDTH AT NUT	1 5/8 INCH
INLAYS	MOTHER OF PEARL OR ABOLONE CLOUD
BINDING	FINGERBOARD AND HEADSTOCK
SCALE LENGTH	24 NICKLE SILVER
FRETS	24 5/8 INCH
PICKUPS	2 HUMBUCKERS • DIMARZIO, OR SEYMOUR DUNCAN
BRIDGE	QUADMATIC (FIXED) WILKINSON CONVERTIBLE OR FLOYD ROSE TREMOLO OPTIONAL
ELECTRONICS	2 VOLUME 1 TONE 3 WAY SELECTOR • ACTIVE ELECTRONICS
HARDWARE FINISHES	BLACK, CHROME, GOLD
COLORS	MAPLE WOOD, NATURAL, TRANSPARENT RED, BLUE, TANGERINE, PURPLE AND EMERALD GREEN, CANDY AND SOLID COLORS BY REQUEST • KOA NATURAL

AMERICAN MADE NECKTHRU

• MODELS AND SPECIFICATIONS •

MOCKINGBIRD, BICH AND EAGLE GUITAR STANDARD

LIST \$1699.00

SAME WOOD AND SPECS AS SUPREME EXCEPT DIAMOND SHAPE INLAY'S, NO BINDING OR ACTIVE ELECTRONICS

EAGLE ARCH TOP GUITAR NECKTHRU

LIST \$1999.00

HAND CARVED

QUILTED

MAPLE TOP

MOHOGANY NECK AND BODY

FINGERBOARD

EBONY

INLAYS

MOTHER OF PEARL OR ABOLONE CLOUDS

BINDING

FINGERBOARD, HEADSTOCK & BODY

SCALE

24 5/8"

FRETS

24 NICKLE SILVER

PICKUPS

2 HUMBUCKER

BRIDGE

QUADMATIC FIXED (WILKINSON CONVERTABLE OPTIONAL)

HARDWARE

CHROME OR BLACK (GOLD OPTIONAL)

COLORS

TRANSPARENT RED, BLUE, TANGERINE, PURPLE, EMERALD GREEN, & GOLD TOP
AVAILABLE

INNOVATORE BASS 4 STRING NECKTHRU

LIST \$1699.00

WOOD KOA NECK AND BODY

FINGERBOARD MAPLE (EBONY OPTIONAL)

INLAYS ABOLONE CLOUD

BINDING NONE

SCALE 34 INCH

FRETS 24 NICKLE SILVER

PICKUPS P & J COMBO BARTOLINI

ELECTRONICS BARTOLINI

HARDWARE BLACK, CHROME (GOLD OPTIONAL)

INNOVATORE BASS 5 STRING NECKTHRU

LIST \$1899.00

WOOD MAPLE NECK AND CENTER KOA BODY WINGS WITH ROSEWOOD STRINGERS

FINGERBOARD EBONY

INLAYS MOTHER OF PEARL OR ABOLONE CLOUDS

BINDING NONE

SCALE 34 INCH

FRETS 24 NICKLE SILVER

PICKUPS 2 SOAPBAR BARTOLINI

AMERICAN MADE NECKTHRU

• MODELS AND SPECIFICATIONS •

INNOVATORE BASS 5 STRING NECKRHRU

CONTINUED

BRIDGE	WILKINSON
ELECTRONICS	BARTOLINI
HARDWARE FINISHES	BLACK, CHROME (GOLD OPTIONAL)
FINISH	HANDRUBBED TUNG OIL

INNOVATORE BASS 6

LIST \$1999.00

SAME FEATURES AS INNOVATORE 5 STRING

CUSTOM SHOP OPTIONS

PEARL OR CANDY FINISHES	\$125.00
EBONY FINGERBOARD	\$75.00
CUSTOM FRETBOARD INLAYS	\$125.00 UP
AAA SELECT FLAME OR QUILTED MAPLE TOPS	\$300.00
SELECT KOA WOOD	P.O.R. *
WILKINSON CONVERTIBLE TREMOLO	\$180.00
FLOYD ROSE TREMOLO	\$200.00
GOLD HARDWARE	\$100.00
ROSEWOOD FINGERBOARD	\$40.00
FULL ACTIVE ELECTRONICS	\$200.00 UP
SPLITTER SWITCH	\$40.00
PHASE SWITCH	\$40.00
PREAMP WITH PRE-SET VOLUME CONTROL	\$90.00
LEFT HAND GUITARS	N/C
DIMARZIO, EMG, SEYMOUR DUNCAN OR BARTOLINI PICKUPS	P.O.R. *

IF CUSTOM WORK IS DESIRED AND IS NOT SHOWN ON THIS CUSTOM LIST, PLEASE CALL OUR CUSTOM SHOP FOR PRICES

P.O.R. * (PRICE ON REQUEST)

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Celebrating Our
25th
Anniversary
1969 - 1994

"3 GENERATIONS OF GUITAR MAKING"

In 1968 B.C. Rich was established. Bernardo Chavez Rico founder of B.C. Rich Guitar Company designed the first heel-less neck-thru guitar, this type of construction was dubbed the "total access 24 fret heel-less neck-thru". To this day it has become synonymous as an industry standard and technique for most industry manufacturers.

Bernie's father Bernardo Mason Rico Master Luthier has been the main driving force and influence in Bernie's guitar making career.

As Bernie's father always said:
"If you are going to make a guitar make it of the utmost quality because quality is longevity."

This philosophy is by which all B.C. Rich Guitars are still made today by Bernie Rico Sr. and his sons Bernie Jr. & Joey.