

B.C. Rich™
GUITARS

This price list contains the models and specifications of our American Handcrafted guitars and basses. If you wish to purchase a guitar exactly as specified in our American Handcrafted Series, you will find the models and list prices on pages 2 through 5. If you wish to create your dream guitar, please select your favorite model from pages 2 through 5, then refer to page 7 for our Custom Shop list prices.

We take great pride in our ability to build the finest handcrafted guitars and basses in the world. When you're ready, we'll build one for you.

Thank you, B.C. Rich Guitars

AMERICAN HANDCRAFTED 2002

GUITAR & BASS RETAIL PRICE LIST WITH SPECIFICATIONS.

THIS PRICE LIST SUPERSEDES ALL PREVIOUS EDITIONS.

B. C. RICH RESERVES THE RIGHT TO CHANGE SPECIFICATIONS & PRICES WITHOUT NOTICE.

B.C. Rich™

A Division of HHI

4940 Delhi Pike, Cincinnati, OH 45238

Phone: 513-451-5000 Fax: 513-347-2192

International Inquiries: 513-347-2196 Fax: 513-347-2192

www.bcrich.com / email: saleseast@bcrich.com ~ For ~ (USA, east of the Mississippi River)
email: saleswest@bcrich.com ~ For ~ (USA, west of the Mississippi River)
email: internationalsales@bcrich.com ~ For ~ (International enquiries)

01-2002

HANDCRAFTED GUITARS

The Handcrafted Guitar Series represents our most popular models in their Bolt-on, Standard, Deluxe, Supreme and 7 String versions. Each guitar has a specific body, headstock, and component list. Most guitars are offered in 5 different build options. If you wish to purchase the guitar exactly as specified in this chart, your final list price is shown below. Refer to page 7 for a color chart and a list of available Custom Shop options.



5 BUILD OPTIONS						
BODY CHOICES	BOLT-ON NECK STANDARD	NECK-THRU STANDARD	NECK-THRU DELUXE	NECK-THRU SUPREME	NECK-THRU 7 STRING	CASES
	LIST	LIST	LIST	LIST	LIST	LIST
BEAST	N/A	\$2,375.00	\$3,130.00	N/A	\$2,500.00	\$225.00
BICH	\$1,850.00	\$2,120.00	\$2,375.00	\$3,000.00	\$2,250.00	\$180.00
EAGLE	N/A	\$2,120.00	\$2,375.00	\$3,000.00	\$2,250.00	\$180.00
IGNITOR	\$1,850.00	\$2,120.00	N/A	\$2,500.00	\$2,250.00	\$180.00
IRONBIRD	\$1,850.00	\$2,120.00	\$2,375.00	N/A	\$2,250.00	\$180.00
JR. "V"	\$1,850.00	\$2,120.00	\$2,375.00	\$3,130.00	\$2,250.00	\$225.00
MOCKINGBIRD	\$1,850.00	\$2,120.00	\$2,375.00	\$3,000.00	\$2,250.00	\$180.00
STEALTH	\$1,850.00	\$2,120.00	\$2,375.00	N/A	\$2,250.00	\$225.00
VIRGIN	N/A	\$2,120.00	\$2,375.00	\$2,625.00	N/A	\$180.00
WARLOCK	\$1,850.00	\$2,120.00	N/A	N/A	N/A	\$180.00
WARLOCK, WHS	N/A	N/A	\$2,375.00	\$2,625.00	\$2,250.00	\$180.00
WAVE	N/A	\$2,120.00	\$2,375.00	N/A	\$2,250.00	\$180.00
WIDOW	\$1,850.00	\$2,120.00	\$2,375.00	\$3,000.00	\$2,250.00	\$180.00

FEATURES LIST						
BODY	ALDER OR POPLAR	ALDER OR POPLAR	MAHOGANY	MAHOGANY	MAPLE, TONE CHAMBERS	
NECK	BOLT-ON, MAPLE	NECK-THRU, MAPLE	NECK-THRU, MAHOGANY	NECK-THRU, MAHOGANY	NECK-THRU, MAPLE	
SCALE	25 1/2	24 5/8 †	24 5/8 †	24 5/8 †	25.4	
FRETS	24	24	24	24	25	
FINGERBOARD	EBONY	EBONY	ROSEWOOD	EBONY	EBONY	
INLAY	DIAMONDS	DIAMONDS *	DIAMONDS **	CLOUDS **	BIG DIAMONDS	
PICK-UPS	DIMARZIO®	DIMARZIO®	DIMARZIO®	DIMARZIO®	DIMARZIO®	
BRIDGE	FLOYD	QUAD OR FLOYD	QUAD	QUAD	QUAD OR FLOYD	
HARDWARE-COLOR	BLACK	BLACK	CHROME	CHROME	BLACK	
BINDING	NONE	NONE	NONE	NECK, HEADSTOCK ††	NONE	
FIGURED MAPLE TOP	N/A	N/A	QUILT OR FLAME	QUILT OR FLAME	N/A	
FINISH CHOICE (see page 6)	1	1	2	3	1	

* BEAST = BIG DIAMONDS ** BEAST = CROWN † ALL BEAST, 6 STRING MODELS ARE 25 1/2" SCALE †† THE WARLOCK & JR. "V" BODY IS ALSO BOUND.

ACTIVE ELECTRONICS: MOCKINGBIRD & EAGLE SUPREME = PARTIAL ACTIVE, BICH SUPREME = FULL ACTIVE, 7 STRING = LOW B ENHANCER. PLEASE SEE PAGE 7 FOR DIAGRAM.



HANDCRAFTED BASSES

The Handcrafted Bass Series represents our most popular models in their Standard, Deluxe, Supreme versions. Each bass has a specific body, headstock, and component list. Most basses are offered in 3 different build options. If you wish to purchase the guitar exactly as specified in this chart, your final list price is shown below. Refer to page 7 for a color chart and a list of available Custom Shop options.

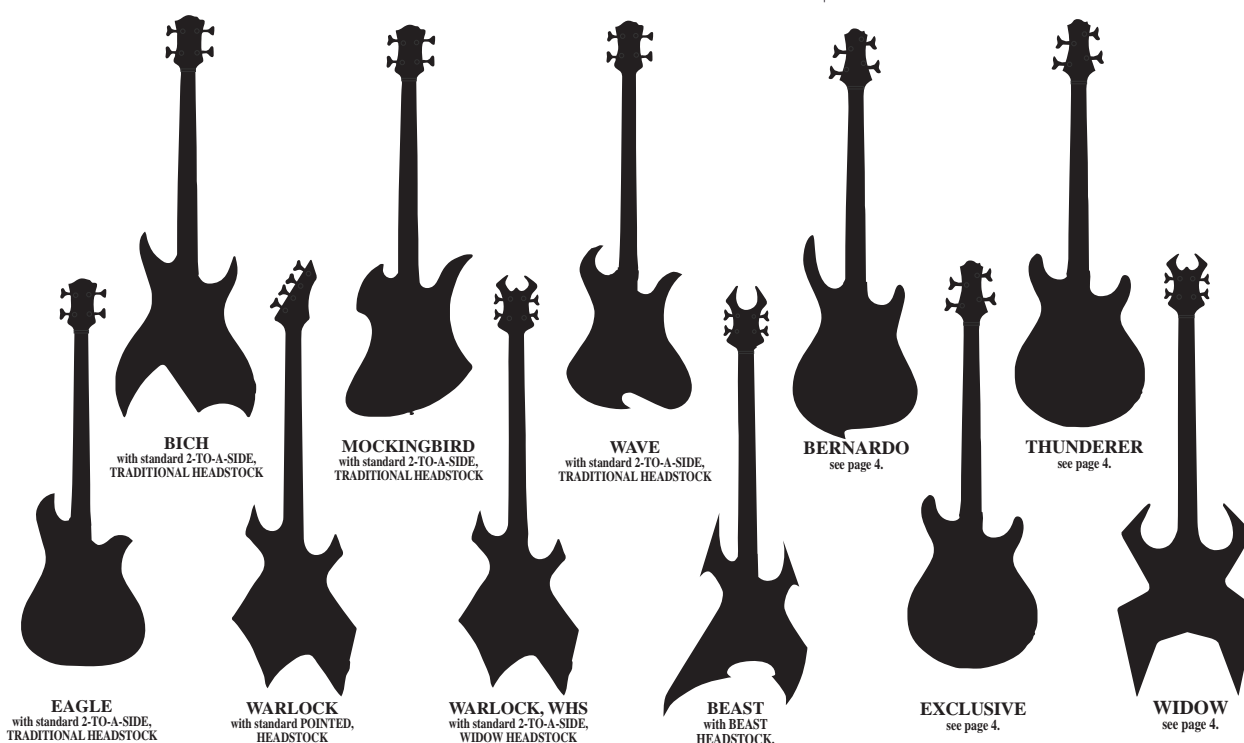


3 BUILD OPTIONS				
BODY CHOICES	NECK-THRU STANDARD	NECK-THRU DELUXE	NECK-THRU SUPREME	CASES
	LIST	LIST	LIST	LIST
BEAST	\$2,375.00	\$2,630.00	\$3,260.00	\$265.00
BICH	\$2,250.00	\$2,500.00	\$3,130.00	\$210.00
EAGLE	\$2,250.00	\$2,500.00	\$3,130.00	\$210.00
MOCKINGBIRD	\$2,250.00	\$2,500.00	\$3,130.00	\$210.00
WARLOCK	\$2,250.00	\$2,500.00	\$3,130.00	\$210.00
WARLOCK, WHS	\$2,375.00	\$2,630.00	\$3,260.00	\$210.00
WAVE	\$2,250.00	\$2,500.00	\$3,130.00	\$210.00
WIDOW	\$2,250.00	\$2,500.00	\$3,130.00	\$210.00
COMPONENT LIST	STANDARD N-T FEATURES	DELUXE N-T FEATURES	SUPREME FEATURES	
BODY	ALDER OR POPULAR	MAHOGANY	MAHOGANY	
NECK	MAPLE	MAHOGANY	MAHOGANY	
SCALE	34"	34"	34"	
FRETS	24"	24"	24"	
FINGERBOARD	EBONY	EBONY	EBONY	
INLAY	DIAMONDS*	DIAMONDS**	CLOUDS†	
PICK-UPS	DIMARZIO®	DIMARZIO®	DIMARZIO®	
BRIDGE	BADASS 2 ®	BADASS 2 ®	BADASS 2 ®	
HARDWARE-COLOR	CHROME	CHROME	CHROME	
BINDING	NONE	NONE	NECK, HEADSTOCK	
FIGURED MAPLE TOP	N/A	QUILT OR FLAME	QUILT OR FLAME	
FINISH CHOICE (see page 7)	1	2	2	

*BEAST = BIG DIAMONDS

**BEAST = CROWN

†BEAST = CROWN



B.C. Rich ARTIST DESIGN GUITARS

Some of music's greatest guitarist have worked with us to design their own signature model. Now these guitars, built to the artist's specifications, are available to you. As with all B. C. Rich Handcrafted guitars, you also have the opportunity to make these uniquely yours by adding additional Custom Shop options as listed on page 7.

MODEL NAME	LIST	CASES	SHAPE	BODY	MAPLE TOP	NECK	FRET BOARD
Kerry King V	\$3,650.00	\$225.00	KKV	MAPLE	FLAME	NT - MAPLE	EBONY
Kerry King V-TRIBE	\$3,950.00	\$225.00	KKV	MAPLE	-	NT - MAPLE	EBONY
Kerry King WAR-TRIBE	\$3,950.00	\$180.00	WARLOCK	MAPLE	-	NT - MAPLE	EBONY
JEFF COOK	\$1,995.00	\$180.00	ASM	ALDER OR POPLAR	-	BOLT-ON MAPLE	BIRD'S EYE MAPLE
VICTOR SMITH	\$4,020.00	\$180.00	EXCLUSIVE A/T	MAHOGANY	QUILT OR FLAME	NT - MAHOGANY	EBONY

B.C. Rich BERNIE RICO SIGNATURE GUITARS

The Signature Series represents the finest guitars and basses designed by the late Bernie Rico Sr., Bernie Rico Jr. and his staff of master luthiers continues the Rico family legacy into it's forth generation. These instruments truly show our craftsmanship, with an abundance of unique and ornate features. Each Signature Series guitar and bass is hand signed on the back of the headstock by Bernie Rico Jr. Refer to page 7 for a color chart and a list of available Custom Shop options.

MODEL NAME & SHAPE	LIST	CASES	BODY	MAPLE TOP	NECK	FRET BOARD
MOCKINGBIRD "SL"	\$2,400.00	\$180.00	MAHOGANY	QUILT OR FLAME	NT - MAHOGANY	EBONY
MOCKINGBIRD "SLP"	\$3,130.00	\$180.00	MAHOGANY	QUILT OR FLAME	NT - MAHOGANY	EBONY
MOCKINGBIRD, ARCH TOP, SUPREME	\$3,000.00	\$180.00	MAHOGANY	QUILT OR FLAME	NT - MAHOGANY	EBONY
EAGLE, ARCH TOP, SUPREME	\$3,000.00	\$180.00	MAHOGANY	QUILT OR FLAME	NT - MAHOGANY	EBONY
WARLOCK, WHS, NECK-THRU SPECIAL	\$2,375.00	\$180.00	ALDER	N/A	NT - MAPLE	EBONY
BICH 10 STRING	\$3,130.00	\$180.00	MAHOGANY	QUILT OR FLAME	NT - MAHOGANY	EBONY
BICH 6 & 12, DOUBLENECK	\$8,200.00	\$450.00	MAHOGANY	QUILT OR FLAME	NT - MAHOGANY	EBONY
EXCLUSIVE - ARCHED CARVED TOP, ACT	\$4,170.00	\$180.00	MAHOGANY	QUILT OR FLAME	NT - MAHOGANY	EBONY
EXCLUSIVE - ARCHED CARVED TOP, PREMIER	\$5,150.00	\$180.00	MAHOGANY	QUILT OR FLAME	NT - MAHOGANY	EBONY
EXCLUSIVE - CARVED TOP, CT	\$3,030.00	\$180.00	MAHOGANY/MAPLE TOP	QUILT OR FLAME	NT - MAHOGANY	EBONY
EXCLUSIVE - FLAT TOP, FT-1	\$2,400.00	\$180.00	MAHOGANY	QUILT OR FLAME	NT - MAHOGANY	EBONY
EXCLUSIVE - FLAT TOP, FT-2	\$1,890.00	\$180.00	ALDER	N/A	NT - MAPLE	ROSEWOOD
EXCLUSIVE - BOLT ON, TBH	\$1,890.00	\$180.00	ALDER	N/A	BOLT-ON	EBONY
ASM-1	\$2,650.00	\$180.00	MAHOGANY	QUILT OR FLAME	NT - MAHOGANY	EBONY
ASM-2	\$2,400.00	\$180.00	MAHOGANY	QUILT OR FLAME	NT - MAHOGANY	EBONY
GUNSLINGER 1	\$1,890.00	\$180.00	ALDER	N/A	BOLT-ON	MAPLE
GUNSLINGER 2	\$2,020.00	\$180.00	ALDER	N/A	BOLT-ON	MAPLE

ACTIVE ELECTRONICS: BICH 10 STRING & BICH 6/12 DOUBLENECK = FULL ACTIVE. PLEASE SEE PAGE 7 FOR DIAGRAM.

B.C. Rich BERNIE RICO SIGNATURE BASSES

MODEL NAME	LIST	CASES	SHAPE	BODY	MAPLE TOP	NECK	FRET BOARD
BERNARDO 4	\$3,150.00	\$210.00	BERNARDO	MAPLE	QUILT OR FLAME	NT - MAPLE	EBONY
BERNARDO 5	\$3,280.00	\$210.00	BERNARDO	MAPLE	QUILT OR FLAME	NT - MAPLE	EBONY
BERNARDO 6	\$3,535.00	\$210.00	BERNARDO	MAPLE	QUILT OR FLAME	NT - MAPLE	EBONY
BERNARDO RECORDING 4	\$2,550.00	\$210.00	BERNARDO	MAHOGANY	N/A	NT - MAPLE	EBONY
BERNARDO RECORDING 5	\$2,775.00	\$210.00	BERNARDO	MAHOGANY	N/A	NT - MAPLE	EBONY
BERNARDO RECORDING 6	\$3,030.00	\$210.00	BERNARDO	MAHOGANY	N/A	NT - MAPLE	EBONY
BICH 8 STRING	\$3,650.00	\$210.00	BICH	MAHOGANY	QUILT OR FLAME	NT - MAHOGANY	EBONY
THE THUNDERER	\$2,525.00	\$210.00	EXCLUSIVE	MAHOGANY	N/A	NT - MAPLE	EBONY
EXCLUSIVE	\$2,675.00	\$210.00	EXCLUSIVE	MAHOGANY	N/A	NT - MAHOGANY	EBONY
THE WIDOW	\$2,400.00	\$210.00	WIDOW	ALDER	N/A	NT - MAPLE	EBONY

PLEASE SEE PAGES 6 & 7 FOR FINISH CHOICES & OPTIONS.



B.C. Rich ARTIST DESIGN GUITARS CONTINUED FROM LEFT



INLAY	SCALE	FRETS	PICK-UP	BRIDGE	HEADSTOCK	BINDING	HRDW COLOR	FINISH
BIG DIAMONDS	24 5/8	24	EMG®	KAHLER OR FLOYD	ASM	NONE	BLACK	S-BLACK, T-RED
TRIBAL	24 5/8	24	EMG®	KAHLER OR FLOYD	WIDOW	NONE	BLACK	TRIBAL
TRIBAL	24 5/8	24	EMG®	KAHLER OR FLOYD	WIDOW	NONE	BLACK	TRIBAL
ABALONE DOTS	25 1/2	22	DIMARZIO®	TELE STYLE	CURVED, 6 INLINE	BODY	GOLD	1
BLOCK	25 1/2	24	DUNCAN®	TUNE-O-MATIC	TRADITIONAL, 3/SIDE	B, H, HS	GOLD	T-AMB BURST

(See page 6)

B.C. Rich BERNIE RICO SIGNATURE GUITARS CONTINUED FROM LEFT

INLAY	SCALE	FRETS	PICK-UP	BRIDGE	HEADSTOCK	BINDING	HRDW COLOR	FINISH
DIAMONDS	24 5/8	24	DUNCAN®	FLOYD	TRADITIONAL, 3/SIDE	NONE	BLACK	2
CLOUDS	24 5/8	24	DUNCAN®	TUNE-O-MATIC	TRADITIONAL, 3/SIDE	B, N, HS	CHROME	3
CLOUDS	24 5/8	24	DUNCAN®	TUNE-O-MATIC	TRADITIONAL, 3/SIDE	B, N, HS	CHROME	4
CLOUDS	24 5/8	24	DUNCAN®	QUAD	TRADITIONAL, 3/SIDE	B, N, HS	CHROME	3
NONE	25 1/2	24	DIMARZIO®	QUAD	WIDOW	B, N, HS	CHROME	1
CLOUDS	24 5/8	24	DIMARZIO®	QUAD	TRADITIONAL, 3/SIDE	N, HS	CHROME	NATURAL
CLOUDS	24 5/8	24	DIMARZIO®	QUAD	TRADITIONAL, 3/SIDE	N, HS	CHROME	3
BLOCK	25 1/2	24	DUNCAN®	TUNE-O-MATIC	TRADITIONAL, 3/SIDE	B, N, HS	GOLD	4
BLOCK	25 1/2	24	DUNCAN®	TUNE-O-MATIC	TRADITIONAL, 3/SIDE	B, N, HS	CHROME	4
BLOCK	25 1/2	24	DUNCAN®	TUNE-O-MATIC	TRADITIONAL, 3/SIDE	B, N, HS	CHROME	1
BLOCK	25 1/2	24	DIMARZIO®	TUNE-O-MATIC	TRADITIONAL, 3/SIDE	B	GOLD	4
DOTS	25 1/2	24	DIMARZIO®	TUNE-O-MATIC	TRADITIONAL, 3/SIDE	NONE	CHROME	1
DOTS	25 1/2	24	DIMARZIO®	TELE®-STYLE	TRADITIONAL, 3/SIDE	B	CHROME	2
TIGER TOOTH	25 1/2	24	DUNCAN®	FLOYD	ASM	NONE	CHROME	4
DIAMONDS	25 1/2	24	DUNCAN®	FLOYD	ASM	NONE	BLACK	4
DIAMONDS	25 1/2	24	1 DIMARZIO®	FLOYD	REVERSE ASM	NONE	CHROME	1
DIAMONDS	25 1/2	24	2 DIMARZIO®	FLOYD	REVERSE ASM	NONE	CHROME	1

TELE® IS A REGISTERED TRADEMARK OF FENDER MUSICAL INSTRUMENTS

(See page 6)

B.C. Rich BERNIE RICO SIGNATURE BASSES CONTINUED FROM LEFT

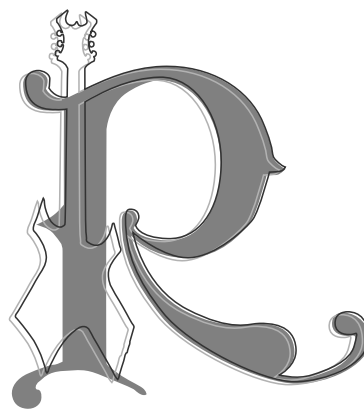
INLAY	SCALE	FRETS	PICK-UP	BRIDGE	HEADSTOCK	BINDING	HRDW COLOR	FINISH
BLOCKS	34"	24	DUNCAN®	MIGHTY MITE	2+2	NONE	BLACK	NATURAL
BLOCKS	34"	24	DUNCAN®	MIGHTY MITE	3+2	NONE	BLACK	NATURAL
BLOCKS	34"	24	DUNCAN®	MIGHTY MITE	3+3	NONE	BLACK	NATURAL
BLOCKS	34"	24	DUNCAN®	MIGHTY MITE	2+2	NONE	BLACK	1
BLOCKS	34"	24	DUNCAN®	MIGHTY MITE	3+2	NONE	BLACK	1
BLOCKS	34"	24	DUNCAN®	MIGHTY MITE	3+3	NONE	BLACK	1
CLOUDS	34"	24	DIMARZIO® P&P	8 STRING	2+2	N, HS	CHROME	2
NONE	34"	24	DUNCAN® SMB-4A	MIGHTY MITE	2+2	NONE	CHROME	1
BLOCKS	34"	24	P & J	MIGHTY MITE	2+2	B, N, HS	CHROME	2
DIAMONDS	34"	24	DIMARZIO® P&P	BADASS 2	WIDOW	NONE	BLACK	1

PLEASE SEE PAGES 6 & 7 FOR FINISH CHOICES & OPTIONS.

(See page 7)



THE CUSTOM SHOP



The models and their standard configurations listed in this catalog are only the beginning. In our Custom Shop, Bernie Rico Jr. and his skilled staff can take your favorite model, combine it with your vision, and create a one-of-a-kind masterpiece. Pick any standard model, add your choice of the custom options listed and our talented craftsmen will begin hand crafting your dream guitar. Bernie Rico Jr. hand signs the back of the headstock of each guitar or bass that passes through our Custom Shop. If you wish to build your dream guitar, just add a \$150.00 Custom Shop charge to the list price of any model shown on the previous pages. To arrive at your final list price, add the price of each Custom Option you wish to include from the list on page 7.

B.C. Rich

GUITAR HEADSTOCK OPTIONS



ASM



BEAST



6-IN-LINE,
CURVED



6-IN-LINE,
POINTED



3-TO-A-SIDE
SM. TRADITIONAL



3-TO-A-SIDE
TRADITIONAL



WIDOW

B.C. Rich

BASS HEADSTOCK OPTIONS



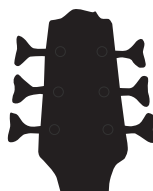
BEAST



BERNARDO 4



BERNARDO 5



BERNARDO 6



POINTED

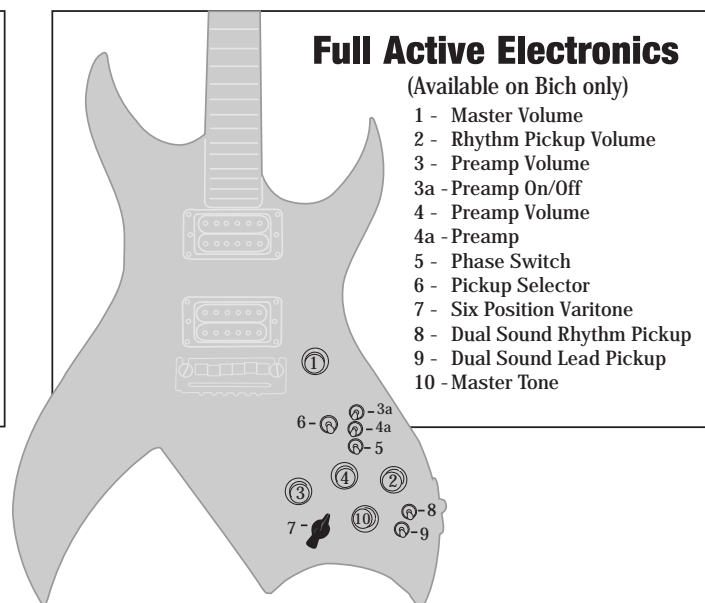
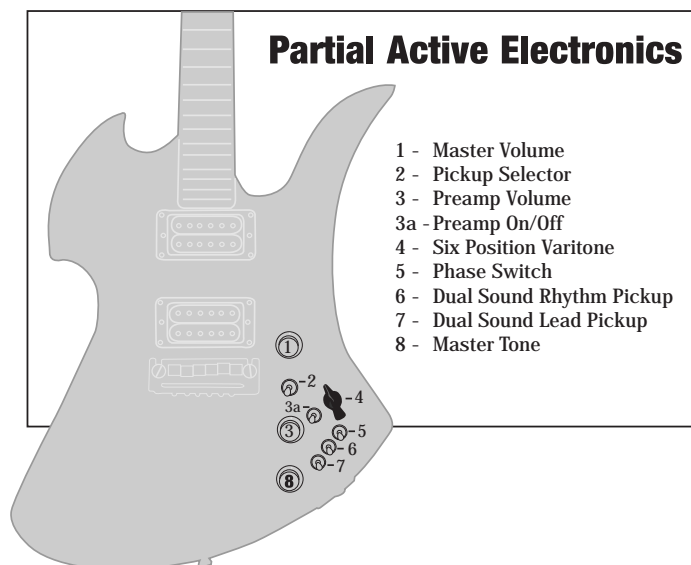


TRADITIONAL



WIDOW

ACTIVE CIRCUIT DIAGRAMS



B.C. Rich

FINISH CHOICES

COLOR CODE	COLOR CHOICES
1	BLACK, WHITE, BLOOD RED, OR COBAIT BLUE
2	TRANS-RED, TRANS-BLUE, TRANS-GREEN, OR STAIN BLACK
3	TRANS-RED, TRANS-BLUE, TRANS-GREEN, STAIN BLACK, OR NATURAL
4	TRANS-RED, TRANS-BLUE, TRANS-GREEN, STAIN BLACK, OR TRANS-AMBER

B.C. Rich

HANDCRAFTED CUSTOM SHOP OPTIONS

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

CUSTOM OPTIONS	
QUIT OR FLAME TOP	ADD TO LIST
3A - MODERATELY FIGURED	\$360.00
4A - HIGHLY FIGURED	\$540.00
5A - VERY HIGHLY FIGURED	\$720.00
6A OR ABOVE - EXOTIC FIGURED	P. O. R.
SOLID WINGS (QUIT OR FLAME)	\$960.00
PAIN	ADD TO LIST
PEARL OR CANDY COLORS	\$150.00
SUNBURST	\$150.00
HEADSTOCK PAINTED TO MATCH BODY	\$ 60.00
PAINTED CONTOURS / BEVELS	\$210.00
CUSTOM GRAPHIC PAINT	P. O. R.
TRANSPARENT FINISHES	\$270.00
MARBLE FINISHES	\$240.00
CUSTOM SOLID COLORS	\$150.00
PICK-UP CHANGES	ADD TO LIST
EMG®	SET OF TWO \$420.00
DIMARZIO®	EACH \$120.00
SEYMOUR DUNCAN®	EACH \$120.00

CUSTOM OPTIONS	
BINDING	ADD TO LIST
BOUND FRETBOARD	\$ 90.00
BOUND HEADSTOCK	\$ 90.00
BOUND BODY	\$180.00
BOUND BODY - BEAST	\$240.00
MULTI PLY BINDING	\$180.00
ELECTRONICS	ADD TO LIST
PARTIAL ACTIVE ELECTRONICS	\$180.00
FULL ACTIVE ELECTRONICS, BICH ONLY	\$300.00
COIL TAP SWITCH	\$ 48.00
PHASE SWITCH	\$ 48.00
WOLF ROSE BULLET PRE-AMP	\$ 90.00
BODY	ADD TO LIST
7 STRING UPGRADE-GUITAR-QUAD BRIDGE	\$300.00
7 STRING UPGRADE-GUITAR-FLOYD	\$420.00
12 STRING UPGRADE-GUITAR	\$360.00
LEFTY WITH FIXED BRIDGE	N / C
LEFTY WITH FLOYD TREMOLO	\$240.00
4 TO 5 STRING UPGRADE - BASS	\$250.00
4 TO 6 STRING UPGRADE - BASS	\$420.00
DRILLED TONE HOLES ON 7 STRING MODELS	\$150.00

CUSTOM OPTIONS	
BRIDGE CHANGES	ADD TO LIST
QUAD	\$ 90.00
TUNE-O-MATIC	\$ 60.00
LICENSED FLOYD ROSE® TREMOLO	\$240.00
ORIGINAL FLOYD ROSE® TREMOLO	\$300.00
KAHLER® TREMOLO	\$420.00
BLACK HARDWARE	\$ 60.00
CHROME HARDWARE	\$ 60.00
GOLD HARDWARE	\$120.00
NECK	ADD TO LIST
EBONY FRETBOARD	\$ 90.00
ROSEWOOD FRETBOARD	\$ 90.00
MAPLE FRETBOARD	\$ 60.00
REVERSE HEADSTOCK	\$ 60.00
HEADSTOCK CHANGES	\$240.00
CUSTOM FRETBOARD INLAY	P.O.R.
MAHOGANY NECK & WINGS	\$180.00
MAPLE NECK & WINGS	\$180.00