Where It All Begins

B.C. Rich guitars are known for their impeccable quality, dramatic looks, great playability and kick-ass tone. It's no accident that players around the world cherish these guitars. Each model combines a potent mixture of old-world craftsmanship, hip design aesthetics and smart component choices. The results simply cannot be obtained from any other guitar company today.

The B.C. Rich legacy is founded on four generations of guitar-crafting experience. Drawing on his family's guitar-building heritage, Bernie Rico Sr. launched B.C. Rich Guitars in the early 1960s. His reputation for excellence quickly spread, with guitars commissioned by legendary players such as Jimi Hendrix, Eric Clapton, the Beach Boys, and even Elvis Presley. In the years since, a stunning collection of musicians have requested B.C. Rich guitars, including Joe Perry and Brad Whitford (Aerosmith), Mick Thomson (Slipknot), Slash (Guns & Roses), Tony Iommi (Black Sabbath), Kerry King (Slayer), Paul Stanley (Kiss) and many others.

If you seek a guitar or bass that will amaze you, amuse you, whisper to you and scream in the night ... look no further than B.C. Rich Guitars. Go ahead, pick your masterpiece.

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Neck-Thru Mockingbird
• Maple Body
• Rosewood Strings
• Cloud Inlays
• Rosewood Fretboard and Headstock Overlay
• Licensed Floyd Rose Tremolo
• Trans Red

Neck-Thru Warlock
• AA Quilt Top & Headstock Overlay
• Big Diamond Inlays
• Trans Black

Neck-Thru Warlock Bass
• AA Quilt Top & Headstock Overlay
• Big Diamond Inlays
• 2 Special Design P-Style Pickups
• w/BCR Active Circuit
• Controls:
  1. Master Volume
  1. Blend
  1. Bass Boost/Cut
  1. Treble Boost/Cut
  1. Trans Black

Patrick Kennison
The Union Underground
**FLOYD ROSE SPEEDLOADER®**

Each SpeedLoader saddle is equipped with a Range Tuning Screw. This enables the set-up of the fine-tuning range for any tuning configuration including standard, drop tuning and open tuning. Once the Range Tuning Screw is set to the desired pitch range, tuning is accomplished by rotating the fine-tuning thumb screws only.

Just drop the string ends into the SpeedLoader nut and you’re done -- no wrenches or other tools are required to keep the strings stable and in-tune.
N.J. SERIES
The 2003 N.J. Series takes B. C. Rich performance and attitude to a new level. For starters, the N.J. Series now features the revolutionary new Floyd Rose SpeedLoader® tremolo bridge on all models. The SpeedLoader and its accompanying string design allow a complete set of strings to be changed in less than one minute by eliminating the need for tuning pegs, wrenches, string stretching or major retuning.

All N.J. Series guitars are now made of high-grade Mahogany -- known for its superb tonal qualities -- and provide Ebony fingerboards, distinctive black hardware and AA+ Quilted Maple tops with matching headstocks on transparent finishes. The N.J. Series has never rocked harder or sounded better.

SPECIFICATIONS:
- Mahogany Body
- Veneer top on Trans models
- Maple Bolt-on Neck
- Paint-to-Match Neck & Headstock
- Ebony Fingerboard
- Floyd Rose SpeedLoader Trem
- FASTBACK™ Heel
- 25.5" Scale Length
- 24 Jumbo Frets
- Diamond Inlays
- 2 BDSM Pickups
- Black Hardware
Another all-new B.C. Rich series to be unveiled is the Platinum Pro. These instruments, designed to augment our best-selling Platinum Series, offer a variety of cool professional features including licensed Floyd Rose® double-locking tremolo bridges, black hardware and necks/headstocks painted to match the body finishes. The Platinum Pro combines premium features with affordable prices.
AVAILABLE MODELS:
- Warlock
- Warlock LH
- Warlock 7stg
- Mockingbird
- Bich
- Virgin
- Jr V

AVAILABLE COLORS:
- Black
- Midnight Blue
- Metallic Red
- White (Jr V only)
- Satin Black
  (Warlock & Virgin only)

SPECIFICATIONS:
- Agathis Body
- Maple Bolt-on Neck
- Rosewood Fingerboard
- Licensed Floyd Rose Tremolo
- Sealed B.C. Rich Tuners
- 25.5" Scale Length
- 24 Jumbo Frets
- Dot Inlays
- 2 BDSM Pickups
- Black Hardware
Platinum Series Guitars

To standardize our best-selling Platinum Series, these guitars now feature rock-solid agathis bodies and ultra-fast rosewood fingerboards. A new, enhanced Metallic Blue and Metallic Red finish are now offered. Plus, for the first time ever, the Beast guitar model is available in the Platinum Series!
Available Models:
- Warlock
- Warlock LH
- Warlock 7stg
- Mockingbird
- Bich

Available Colors:
- Black
- Midnight Blue
- Metallic Red
- White (Jr.V only)
- Satin Black
- (Warlock & Virgin only)

Specifications:
- Agathis Body
- Maple Bolt-on Neck
- Rosewood Fingerboard
- Adjustable Bridge
- Sealed B.C. Rich Tuners
- 25.5” Scale Length
- 24 Jumbo Frets
- Dot Inlays
- 2 BDSM Pickups
- Chrome Hardware
CLASSIC SERIES

In a nod to the classic B.C. Rich guitars of the 1970s, we proudly introduce the Classic Series. These new models capture the essence of yesterday's collectible B.C. Rich guitars but at attractive prices. When guitarists talk about B.C. Rich instruments "back in the day," this is the look and feel they're talking about.

SPECIFICATIONS:
- Mahogany Body Wings
- Maple Top
- Walnut Stringers
- Bolt-On Maple Neck
- Ebony Fingerboard
- 1-Ply Cream Neck & Headstock Binding
- Sealed B.C. Rich Tuners
- Adjustable Bridge w/Stop Tailpiece
- 25.5" Scale Length
- 24 Jumbo Frets
- Cloud Inlay
- Chrome Hardware

EXCLUSIVE SERIES

B.C. Rich is proud to expand its acclaimed Exclusive Series with the addition of the Set Neck (SSEM1) and Neck-Thru (NTEM1) EM1 guitars. Each model features a stunning arched maple top on a mahogany body, 5-ply body binding, a neck and headstock that are painted to match the body, and two covered humbucking pickups. Truly an elegant package with top-drawer tones for the discerning player.

AVAILABLE COLORS:
- SSEM1: Black, Trans Amber Burst, Cherry Sunburst
- NTEM1: Black, Trans Amber Burst, Cherry Sunburst

SPECIFICATIONS:
- Mahogany Body
- Maple Set Neck (SSEM1)
- Mahogany Neck-Thru (NTEM1)
- Ebony Fingerboard
- Adjustable Stop Tailpiece
- Sealed B.C. Rich tuners
- 25.5" Scale Length
- Oval Inlays (SSEM1)
- Chrome Hardware (SSEM1)
- Block Inlays (NTEM1)
- Gold Hardware (NTEM1)
Our popular Bronze Series guitars bring the outrageous look and sound of B.C. Rich to a wide range of players. A fast-action neck, high-output humbucking pickups, sealed diecast tuners and other quality features add up to an unbeatable instrument at a great price.

**Coming Soon! Bronze Basses**

**AVAILABLE MODELS:**
- Warlock
- Mockingbird
- Assassin w/Fixed Bridge
- Assassin w/Non-Locking Tremolo
- Assassin w/Licensed Floyd Rose Tremolo

**AVAILABLE COLORS:**
- Black
- Red
- Blue

**SPECIFICATIONS:**
- Agathis Body
- Maple Bolt-on Neck
- Rosewood Fingerboard
- Adjustable Bridge
- Sealed B.C. Rich Tuners
- 25.5” Scale Length
- 24 Jumbo Frets
- Dot Inlays
- 2 BDSM Pickups
- Chrome Hardware
Eagle Acoustics
This special series brings distinctive B.C. Rich guitar shapes to the world of acoustic guitars. High-quality, laminated Maple Tops give each model a stunning, three-dimensional look and built-in active preamps deliver professional-level tones to concert stages or studios. If you love your B.C. Rich electric, you owe it to yourself to check out the Acoustic Series.

Thinline Acoustics
B.C. Rich Thinline Acoustics are not only beautiful to look at, but also utilize an internal tone chamber design to provide rich, full-bodied low frequency response when played through an amp or P.A. system. Thinline necks are based on fast B.C. Rich electric guitar neck profiles to accommodate easy string bending and electric style playing techniques.

**MODELS: **
- Eagle
  - Trans Amber Burst
  - Trans Black
- Thinline
- Mockingbird
- Warlock
  - Trans Black
  - Trans Amberburst

**COLORS:**
- Eagle: Trans Blue, Trans Red, Trans Black
- Thinline: Trans Red, Trans Blue
- Mockingbird: Trans Black, Trans Amberburst
- Warlock: Trans Red, Trans Black, Trans Amberburst

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**EAGLE SPECIFICATIONS:**
- Laminated Maple Top
- Ash Back & Sides
- Multi-Ply Body Binding
- Single-Ply Neck Binding
- Built-in Preamp
- 4 Band Active EQ

**THINLINE SPECIFICATIONS:**
- Laminated Maple Top
- Korina Body
- Tone-Chamber Design
- Single-Ply Body Binding
- Built-in Preamp
- 3 Band Active EQ

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Robert Marcello
Danger Danger
THE BICH IS BACK!

"The Bitch's Back"

B.C. Rich

Body Art Collection
How do you make today’s most wicked basses even better?

Start with mahogany bodies for thick tones, ebony fingerboards for superb feel and black hardware because, well, black always looks better! Then add AA+ Quilted Maple Tops.

Just wait until all of the above is pumped through our powerful split-design pickups with active EQ ...

the term “pummeling” comes to mind.
AVAILABLE MODELS:
Warlock
Warlock 5 String
Mockingbird
Beast

AVAILABLE COLORS:
Black
Trans Blue
Trans Red
Trans Amberburst
Cherry Sunburst
Trans Black (Warlock only)

SPECIFICATIONS:
- Mahogany Body
- Maple Bolt-on Neck
- Paint-to-Match Neck & Headstock
- Ebony Fingerboard
- Adjustable Bridge
- Sealed B.C. Rich Tuners
- 34" Scale Length (35" on 5 string)
- 24 Extra Jumbo Frets
- Diamond Inlays
- 2 PStyle pickups w/Active EQ
- Black Hardware
Platinum Series bass guitars make B.C. Rich style and attitude affordable for most any player.

Now built with Agathis wood bodies and offering enhanced new Metallic Blue and Red
finishes, the Platinum Series has a lot to offer.

And for the first time ever,

the renowned Beast bass is available in the Platinum Series!
AVAILABLE MODELS:
Warlock
Mockingbird
Beast

AVAILABLE COLORS:
Black
Midnight Blue
Metallic Red
Satin Black (Warlock only)

SPECIFICATIONS:
- Agathis Body
- Maple Bolt-on Neck
- Rosewood Fingerboard
- Adjustable Bridge
- Sealed B.C. Rich Tuners
- 34" Scale Length
- 24 Extra Jumbo Frets
- Dot Inlays
- 2 P Style Pickups
- Chrome Hardware
Signature Series Guitars

Working closely with Slayer’s Kerry King and Slipknot’s Mick Thomson, B.C. Rich has developed its popular Signature Series and Signature Special guitars. Each reflects the demanding requirements of these legendary players, and manages to accomplish this at attractive prices. Regardless of which series you choose, you’ll get an instrument that defines the very essence of metal.

Kerry King’s KKV-Tribe
- Maple Body
- Maple Neck
- Rosewood Fingerboard
- 25.5” Scale
- Widow Headstock
- Body & Headstock "Tribal" Graphics
- Diamond Inlay
- Black Hardware
- 2 EMG-HZ Humbucking Pickups
- Licensed Floyd Rose
- Double-Locking Tremolo

Mick Thomson’s Warlock
- Mahogany Body
- 1/4” Maple Top
- Hard Maple Neck
- Rosewood Fingerboard
- 25.5” Scale
- Widow Headstock
- Single-Ply Body Binding
- Single-Ply Neck Binding
- Single-Ply Headstock Binding
- "HATE" Fretboard Inlay
- Black Hardware
- 2 EMG-HZ Humbucking Pickups
- Quad Bridge

Signature Special Series Guitars

Kerry King’s KKV-Tribe
- Basswood Body
- Hard Maple Neck
- Rosewood Fingerboard
- 25.5” Scale
- Special 12th Fret "KKV" Inlay
- Widow Headstock
- Black Hardware
- 2 BCR Special Design Humbucking Pickups
- 1 Piece Adjustable Fixed Bridge

Pack Includes:
- Guitar
- Gig Bag
- Guitar Strap
- Poster
- Headsweat
- Picks

Mick Thomson’s Warlock
- Basswood Body
- Hard Maple Neck
- Rosewood Fingerboard
- 25.5” Scale
- Special 12th Fret "Hate" Inlay
- Widow Headstock
- Black Hardware
- 2 BCR Special Design Humbucking Pickups
- 1 Piece Adjustable Fixed Bridge

Pack Includes:
- Guitar
- Gig Bag
- Guitar Strap
- Poster
- Picks
INTRODUCING THE NEW
METAL MASTER PACK
FROM
B.C. Rich

METAL MASTER PACK

TAKE THE STAGE!
WITH
B.C. Rich

EVERYTHING YOU NEED TO
MASTER THE MUSIC ALL IN ONE
COMPLETE PACKAGE!

The Metal Master Pack Features:
- B.C. Rich Bronze Series Warlock Guitar with
  Tribal Graphics and Widow Headstock
- Custom Logo Gig Bag to Transport Guitar
- 12-Watt B.C. Rich Amplifier with Volume, Tone, Edge & Grind Controls
- Headphone Jack for Quiet Practice
- Black Nylon Guitar Strap
- 10' Guitar Cable
- Picks

Bronze Series Warlock Guitar
- Black with Tribal Graphic
- Basswood Body with Beveled Edges
- Maple Neck with Widow Headstock
- Rosewood Fingerboard with Dot Inlays
- Two Humbucking Pickups
- 1 Volume, 1 Tone, 3-way Switch
- Chrome Hardware
- Sealed Tuning Machines

B.C. Rich Practice Amplifier
- 12-Watts Output Power
- 6.5-inch Special Design Speaker
- Built-in Distortion
- Headphone Jack for Quiet Practice
- Widow Headstock Design embossed on sides

PLUS,
Custom Logo Gig Bag
Guitar Strap
10-foot Guitar Cable
B.C. Rich Logo Picks

25
Protect and compliment your B.C. Rich guitar or bass with one of our exclusive hardshell cases. Each hard case features a distinctive grey covering with black, protective end caps. Form-fitted for each model, the case includes a plush interior and plenty of room for accessories.

Deluxe padded guitar and bass bags feature 30mm padding with outside zippered compartment, shoulder strap and carrying handle.

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B.C. Rich SWAG

The guitar you choose certainly tells a lot about you. Same for your clothes. Show the world that you understand this relationship by wearing B.C. Rich SWAG. Choose from killer logo T's, hooded sweatshirts, baseball hats, knit caps, girly T's, tank tops, wallets, and ... for those special moments ... the B.C. Rich thong. Need we say more?

To see the complete selection, and to order, go to www.skatetheplanet.com

YOUR EXCLUSIVE SOURCE FOR B.C. RICH SWAG.
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<td>SCANDINAVIA</td>
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<td>SPAIN/PORTUGAL/CANARY ISLANDS</td>
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<td>+34 (91) 356 9954</td>
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<td>TAIWAN</td>
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<td>+0800 800 091</td>
<td>+882 (2) 2 738 2614</td>
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<td>+90 212 249-8510</td>
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<td>UNITED ARAB EMIRATES, ABU DHABI, DUBAI</td>
<td>Beethoven Institute of Music</td>
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<td>+513 347-2196</td>
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B.C. Rich GUITARS
www.bcrich.com
4940 Delhi Pike,
Cincinnati, Ohio 45238 USA