Be It Known

B.C. Rich guitars are known for their impeccable quality, dramatic looks, great playability and high-accus
tion. It's no wonder that players around the world cherish these guitars. Each model combines a potent
mixture of old-world craftsmanship, high design aesthetics and current 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 Bich Sr., launched B.C. Rich Guitars in the early 1960s. His reputation
for excellence quickly spread with guitars commissioned by legendary players such as Toni Homici,
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), Kirk Kings
(Slayer), Mike Thompson (Atrophy), Slash (Guns N' Roses), Tony Iommi (Black Sabbath), Paul Stanley
(Kiss), Trapp, Ecco (Static-X), and many others.

If you seek a guitar or bass that will serve you, impress you,
whisper to you and become a companion,
lend you further than B.C. Rich Guitars. Go ahead, pick your masterpiece.

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HANDCRAFTED

Ricken Neck-Thru 10 String
• Natural

Beast Standard
• Trans Pagan Gold

Kerry King Wartribe
7 String
Kerry King Specifications
• Black w/Red Tribal Graphic

KKV Tribe
Kerry King Specifications
• Black w/Tribal Graphic

Archtop Mockingbird SLP
• Butterscotch
HANDCRAFTED

ASM
- Sparkle Red

Black Supreme
- Cherry Sunburst

Stealth Deluxe
- Trans Green

Eagle Supreme
- Red
B.C. Rich introduces the first three installments of an exciting new concept: Designated "Special Edition," the new instruments provide specifications that are unavailable on any other current B.C. Rich guitars.

The SE PRO Pearl Warlock features a stunning pearl white finish with black body binding and black hardware. It also boasts a Maple neck, 24-fret Rosewood fingerboard, two B.C. Rich Humbucking pickups and a licensed Floyd Rose™ tremolo system.

The SE Onyx Warlock features a Body-Contoured pickguard that covers the full face of the guitar, mirroring its shape. With a cool, faux-metal look, it is the first time that a pickguard has been offered on a contemporary B.C. Rich Warlock guitar. The Onyx Warlock features a Maple neck, 24-fret Rosewood fingerboard, two B.C. Rich Humbucking pickups and a standard adjustable bridge.

The dynamic SE Beast incorporates the features of the popular Platinum Series Beast, but has been strikingly outlined with a bold green edging?? the bevel and wicked beast headstock.
SE Beast
*Black & Green Bevels

SE Ogyg Warlock
*Black shaped pickguard
NJ Series

The N.J. Series takes B. C. Rich performance and attitude to a new level. For starters, the N.J. Series 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 Nato (Eastern 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.

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.

Visit www.bcrich.com or www.floydrose.com for more SpeedLoader information.
PLATINUM PRO SERIES

The Platinum Pro Series instruments are designed to augment our best-selling Platinum Series, offering 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.
To standardize our best-selling Platinum Series, these guitars now feature rock-solid agathis bodies and ultra-fast rosewood fingerboards. New, this year are the colors Tombstone, Caution Yellow & Shadow.
Platinum Warlock
- Left-handed
- Black

Platinum Mockingbird
- Tombstone

Platinum Ironbird
- Black
EXCLUSIVE SERIES
The B.C. Rich Set Neck (SSEM1) model features a stunning arched maple top on a Nato 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.

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.
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.
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. This year Natural finish has been added with a Natural headstock and black body binding.
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. New for 2004 is the Natural finish.

Acoustic Eagle
• Natural

Acoustic Eagle
• Trans Cherry Burst
For a look that really turns heads, play a B.C. Rich Acrylic guitar. In addition to the brilliant-colored body, features include BDSM pickups for a fat, rock n’ roll tone that cuts through any mix. Just wait until the stage lights hit this baby … you’ll be halfway to stardom.

Cool off yor hot licks with the new “Ice” models. Besides being able to look right through them, they reflect light like crazy. In other words, they’re the ultimate stage guitars! Combine the Ice Acrylic look with consummate B.C. Rich playability and tones and you have a clear winner.
HANDCRAFTED BASS

- Warlock Neck-Thru Custom Bass
  *Purple Multi-Metal Flake*
- Widow Bass
  *Black w/Custom-Painted Graphic*
- Widow Neck-Thru
- Ironbird Neck-Thru Standard Bass
  *Blue Metal Flake*
- Beast Standard Bass
  *Travis Red*
HANDCRAFTED BASS

- Bernarda Neck-Thru
  - 5 String Bass
  - Natural

- Mockingbird
  - Standard Bass
  - Black

- Eagle Neck-Thru
  - Supreme Bass
  - Natural

- Eagle Standard Bass
  - Gun Metal Grey

- Wave Neck-Thru
  - Standard Bass
  - Blue Metal Flake
For bassists who crave rock solid B.C. Rich tone but with a classic look, the Innovator Series is the perfect choice. Its rounded contours give the body an exceptional feel and the neck is as fast as you'll find. The transparent finishes look amazing and the EMG-HZ pickups with active circuitry simply kick ass.

New for 2004 is Natural-top Maple finish.

Choose from four or five-string models.

Innovator 1SB Bass
*Natural

Innovator 14B Bass
*Trans Aqua

Innovator 4B Bass
*Natural
How do you make today’s most wicked basses even better? Start with Nato (Eastern 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.
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 Tombstone finish, the Platinum Series has a lot to offer.
Due to overwhelming popular request, the B.C. Rich Warlock Bass has been added to our Bronze Series. Now players can get the sound, look and feel of a genuine B.C. Rich bass guitar at a price that is affordable to everyone. Available with black finish, Maple neck with 24-fret Rosewood fingerboard, Split Pickup design, and rock-solid Adjustable Bridge.
BODY ART SERIES

Due to popular demand, The wildly successful Body Art Series has returned for 2004 with several hot new designs. For the first time, B.C. Rich enlisted the skills of award-winning weapons designer Kit Rae, who provided the art for "Umethar," a hot new graphic for the B.C. Rich Jr. V model. Plus, renowned visual artist Bruce Kroehler, who contributed several graphic designs in 2003, is back with the "Fly" & "Forty Lashes." 2003's Bonus 25th Anniversary Bich, the "Bitch's Back" is also still available.
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
- Headwear
- 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

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

Pack Includes:
- Guitar
- Gig Bag
- Guitar Strap
- Poster
- Wrist Band
- Picks

Tripp Eisen’s Wave
- Basswood Body
- Hard Maple Neck
- Rosewood Fingerboard
- 25.5” Scale
- Special 12th Fret
- “StaticX” Inlay
- Classic Headstock
- Black Hardware
- 2 BCR Special Design Humbucking Pickups
- Adjustable Bridge

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

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GUITAR PACKS

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
- Poster
GUITAR PACKS

S.O.B. 
SON OF BEAST

SPAWNED FROM THE WICKED, FULL-SIZED B.C. RICH BEAST... IT'S COMPACT... LIGHTER... FASTER... BUT EVERY BIT AS DEADLY. STEP ASIDE FOR THE DEVASTATING NEW...

Bronze Series Son of Beast Guitar

- Full-Scale Guitar with Reduced Body Size
- Black
- Basswood Body with Beveled Edges
- Maple Neck with SOB 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-Watt 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
- Poster
Every B.C. Rich guitar deserves to travel in a hard case. Let's face it, it's the best way to protect your investment! That's why our new, high-quality cases provide the following features:

- 100% ABS DURASHOCK construction is built to last
- Thick "Gorilla Fur" Interior cradles guitar firmly
- MULTI-FIT design works perfectly with a variety of B.C. Rich guitar shapes
- Padded, Custom Comfort Handle
- Interior Storage Space
- Cases are stackable
- Large B.C. Rich Logo on side of case
- Small inset B.C. Rich Logo on edge of case

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For times when a case just isn't necessary, pick-up a light-weight B.C. Rich Gig Bag. Just throw it over your shoulder and you're ready to go! Available for guitar and bass models, the Deluxe Series features 30mm padding with outside zippered compartment, shoulder strap & carrying handle. The Bronze series are similar with 15mm padding.

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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 Ts, 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.
B.C. Rich unleashes the hell-raising sound and fury of the new Kerry King Warlock Guitar Pack.
You have been warned.
B.C. Rich

THE SHAPES OF THINGS TO COME...

Visit www.bcrich.com for updates
Get to Know a Virgo

B.C. Rich Guitars
www.berich.com

The Shapes of Things to Come.