

RIC
Rickenbacker®



Rickenbacker



Rickenbacker

Rickenbacker's history is the history of the electric guitar itself - The instrument that changed the sound of "popular" music forever

It all began in 1931 in Los Angeles. George Beauchamp, a steel-guitar player from Texas, was searching for a way to make his guitar heard over the other instruments in the band. A simple goal, and so the experimenting began. Actually, from as early as 1925 Beauchamp had been fooling around with the new science of electronics - winding coils with the motor from his washing machine in an attempt to amplify the sound of a guitar string. The humble beginnings of the modern day pickup! Finally in 1930, using two horseshoe magnets and a coil, he achieved the sound he wanted. His friend, Harry Watson, built a neck and body for his creation in Beauchamp's garage and the first electric guitar was born.

During his experiments, Beauchamp enlisted the help of Adolph Rickenbacker, a skilled production engineer with experience in manufacturing techniques. Together in 1931 they set up a company to produce the world's first practical electric guitars.

The "Electro String Instrument Corporation" started to expand, producing it's early "Rickenbacker Electros" out of aluminium, wood and bakelite. After Beauchamp's death, Adolph Rickenbacker continued the Electro String tradition for another thirteen years. In 1953, Adolph sold his company to F.C. Hall - and so began the modern era of Rickenbacker guitars.

The early 50's was a period of major change in the music industry. The popularity of steel guitars was decreasing in favour of the more versatile electric Spanish guitar. In response to this shift, F.C. Hall hired Roger Rossmeisl, a European instrument designer, to produce the popular solid body "Combo" series, and in 1958, the innovative hollow body "Capri" model.

All Capri styles were available with or without vibrato, a choice of either two or three pickups, deluxe or standard fingerboard inlays, neck an body bindings and the famous slim "fast action" neck. Thanks to these innovations sales soon started to take off.



One of the finest compliments bestowed on Rickenbacker guitars is their continuous use of the last seven decades, by some of the most enduring artists, spanning a variety of styles. Their success in crossing such musical boundaries attest to the supreme adaptability, range and scope of their performance.

In the short lifetime of electric string instruments, very few basses have earned the accolade necessary to genuinely call themselves 'classics'. Even less can claim the title of 'industry standard' - but no one can dispute the fact that the Rickenbacker 4000 series deserve these titles.

The piano string-like ring, punch and sustain brought the bass player out of the shadow and into the spotlight. Entire new dimensions of bass playing capability are directly attributable to this venerable series.



All Rickenbacker guitars and basses are still lovingly hand-crafted in America, just as they have been since Adolph Rickenbacker took his first electric guitar to the United States Patent Office in 1931. Indeed little has changed in production methods over the years.

The specification calls for simplicity, perhaps the most elegant and subtle virtue of engineering technique. The interaction between neck and body combines with hardware, electronic and pickup characteristics to achieve a harmonic honesty and markedly superior sustain and ring.

Experienced craftsmen lovingly oversee every detail of production. No robots - just human hands and eyes, backed by a determination to make, quite simply, the best products possible.



330

Careful acoustic research has resulted in the full, rich and warm sound of this popular model. Two single coil pickups on a full size body are accented by a traditionally shaped sound hole. The 24 fret Rosewood fingerboard is punctuated by dot inlay fret markers, with full double cutaways permitting access to all the frets. Standard output is monaural through a single jack plate. Also available as a twelve string version (330/12).

Body Type: Semi Acoustic **Body:** Maple **Neck:** Maple **Neck Join:** Set **Scale:** 24 3/4"
Fingerboard: Rosewood **Pickups:** 2x Hi-Gain **Bridge:** 6 Saddle **Tailpiece:** 'R'



330/12

Basically the same as Model 330 but with twelve strings! Careful acoustic research has resulted in the full, rich and warm sound of this popular model. Two single coil pickups on a full size body are accented by a traditionally shaped sound hole. The 24 fret Rosewood fingerboard is punctuated by dot inlay fret markers, with full double cutaways permitting access to all the frets. Standard output is monaural through a single jack plate. Also available as a twelve string version (330/12).

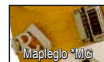
Body Type: Semi Acoustic **Body:** Maple **Neck:** Maple **Neck Join:** Set **Scale:** 24 3/4"
Fingerboard: Rosewood **Pickups:** 2x Hi-Gain **Bridge:** 6 Saddle **Tailpiece:** 'R'



360

This guitar broke all the rules of traditional styling when it appeared amid the 'British' sound of the 1960's. Subtly updated through the years, this Deluxe hollow body with its special contour around the entire body perimeter, is still perhaps the most comfortable guitar of all. The bound body and Rosewood fingerboard, inlaid with triangular pearloid markers, provide an exceptionally attractive appearance. Stereo output is standard.

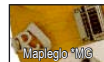
Body Type: Semi Acoustic **Body:** Maple **Neck:** Maple **Neck Join:** Set **Scale:** 24 3/4"
Fingerboard: Rosewood **Pickups:** 2x Hi-Gain **Bridge:** 6 Saddle **Tailpiece:** 'R'



360/12

The world's most popular twelve string electric guitar boasts all of the deluxe features of its Model 360 cousin. A standard for recording for more than thirty years, its haunting, melodic chorus has continued to benefit from evolution. The slimmed and re-contoured neck now makes the 360/12 easier to play than ever. It is also available with an extra pickup (370/12). Stereo output is standard.

Body Type: Semi Acoustic **Body:** Maple **Neck:** Maple **Neck Join:** Set **Scale:** 24 3/4"
Fingerboard: Rosewood **Pickups:** 2x Hi-Gain **Bridge:** 6 Saddle **Tailpiece:** 'R'



370/12

The Model 370/12 electric twelve string, with its distinctive "ringing" sound, epitomizes the quintessential rock sound of the sixties created by Roger McGuinn of the Byrds. Like its cousin, the 360/12, the Model 370/12 employs only premium Maple and Rosewood, features a carefully carved semi-hollow body, premiere quality keywinds and of course, a third Rickenbacker pickup. Truly these deluxe features, coupled with over 60 years of hand-crafted excellence, encapsulate the essence of the "Rickenbacker Mystique."

Body Type: Semi Acoustic **Body:** Maple **Neck:** Maple **Neck Join:** Set **Scale:** 24 3/4"
Fingerboard: Rosewood **Pickups:** 3x Hi-Gain **Bridge:** 6 Saddle **Tailpiece:** 'R'



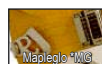
600 Series



620

The Model 620 features the famous 'Cresting Wave' Maple cutaway body based on an innovative design from the 1950's. A Rosewood fingerboard is punctuated beautifully with triangular pearloid inlay markers, while the maple double bound neck and body are solid through and through. The 620 is electronically engineered to the exacting standards of the 300 series, complete with Rickenbacker's own high gain pickups and stereo output. Successfully retaining the balance from the original specifications, the 620 is another fine example of Rickenbacker quality workmanship.

Body Type: Solid **Body:** Maple **Neck:** Maple **Neck Join:** Through Body **Scale:** 24 3/4"
Fingerboard: Rosewood **Pickups:** 2x Hi-Gain **Bridge:** 6 Saddle **Tailpiece:** 'R'



620/12

Basically the same as Model 620 but with twelve strings. Like its cousin, the Model 620/12 employs only premium Maple and Rosewood, and premiere quality keywinds. Truly these deluxe features, coupled with over 60 years of hand-crafted excellence, encapsulate the essence of the "Rickenbacker Mystique."

Body Type: Solid **Body:** Maple **Neck:** Maple **Neck Join:** Through Body **Scale:** 24 3/4"
Fingerboard: Rosewood **Pickups:** 2x Hi-Gain **Bridge:** 6 Saddle **Tailpiece:** 'R'



660

The Model 660 features a charactered Maple cutaway body based on an innovative design from the 1950's. A Rosewood fingerboard is punctuated beautifully with triangular pearloid inlay markers, while the maple double bound neck and body are solid through and through. Rickenbacker's trademark "checkered" black and white binding set off the body, while white binding graces the neck. The 660 is electronically engineered to the exacting standards of the vintage reissue series, complete with vintage reissue-type pickups.

Body Type: Solid **Body:** Maple **Neck:** Maple **Neck Join:** Through Body **Scale:** 24 3/4"
Fingerboard: Rosewood **Pickups:** 2x Vintage Reissue **Bridge:** 6 Saddle **Tailpiece:** Trapeze

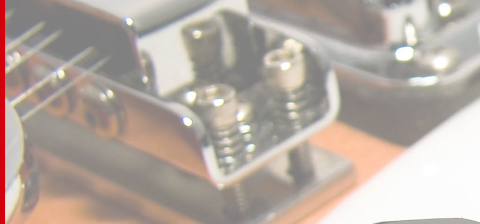


660/12

The Model 660/12 features a charactered Maple cutaway body based on an innovative design from the 1950's. A Rosewood fingerboard is punctuated beautifully with triangular pearloid inlay markers, while the maple double bound neck and body are solid through and through. Rickenbacker's trademark "checkered" black and white binding set off the body, while white binding graces the neck. The 660/12 is electronically engineered to the exacting standards of the vintage reissue series, vintage reissue-type pickups.

Body Type: Solid **Body:** Maple **Neck:** Maple **Neck Join:** Through Body **Scale:** 24 3/4"
Fingerboard: Rosewood **Pickups:** 2x Vintage Reissue **Bridge:** 12 Saddle **Tailpiece:** Trapeze





Vintage Series



350V63

Based on the classic 325 Series guitars, this vintage stylisation updates the traditional design to full scale size and performance. Vintage Single Coil Toaster Top™ pickups, solid black knobs, replica tuners, and trapeze tailpiece hark back to another era, but offers the feel and sound which modern day guitarists demand. Offered in twelve strings as the Model 350/12V63.

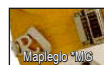
Body Type: Semi-Hollow **Body:** Maple **Neck:** Maple **Neck Join:** Set **Scale:** 24 3/4"
Fingerboard: Rosewood **Pickups:** 2x Vintage Reissue **Bridge:** 6 Saddle **Tailpiece:** Trapeze



381V69

Derived from a design dating back to 1957, this guitar is memorable for its hand-carved arch top and back. Employing only premium 'charactered' Maple, model 381V69 has a full bound body with 'checked' binding and extreme double cutaways, along with a bound crescent sound hole to complete this exquisite guitar. Also available as a 12 string (Model 381/12V69).

Body Type: Semi Acoustic **Body:** Maple **Neck:** Maple **Neck Join:** Set **Scale:** 24 3/4"
Fingerboard: Rosewood **Pickups:** 2x Vintage Reissue **Bridge:** 6 Saddle **Tailpiece:** 'R'



381/12V69

Basically the same design as the 381V69 but with 12 strings. Derived from a design dating back to 1957, this guitar is memorable for its hand-carved arch top and back. Employing only premium 'charactered' Maple, model 381/12V69 has a full bound body with 'checked' binding and extreme double cutaways, along with a bound crescent sound hole to complete this exquisite guitar.

Body Type: Semi Acoustic **Body:** Maple **Neck:** Maple **Neck Join:** Set **Scale:** 24 3/4"
Fingerboard: Rosewood **Pickups:** 2x Vintage Reissue **Bridge:** 12 Saddle **Tailpiece:** 'R'



5002V58

First produced in 1958, this instrument remains entirely unique in its class as a double string electric instrument. Unsurpassed for clarity and brilliance, the single coil pickup crowns a charactered Maple and Walnut laminated body.

Body Type: Solid **Body:** Maple & Walnut **Neck:** Maple **Neck Join:** Through **Scale:** 13 7/8"
Fingerboard: Rosewood **Pickups:** Vintage Reissue **Bridge:** 6 Saddle **Tailpiece:** Combo



4000 Series



4003

The Classic Rickenbacker bass - famous for its ringing sustain, treble punch and solid underlying bass. A subtle strip of binding graces the elegantly curved body and the Rosewood fingerboard. Deluxe triangular inlays and stereo capability are standard features. Now with a push/pull treble tone control to change between vintage and standard tone.

Body Type: Solid **Body:** Maple **Neck:** Maple **Neck Join:** Through Body **Scale:** 33 1/4"
Fingerboard: Rosewood **Pickups:** 2x Hi-Gain **Tailpiece:** RIC



4004CII "CHEYENNE II"

Using only American farm-grown sustainable woods, this exquisite bass is sculpted from solid Maple and Walnut, complemented by an Eastern Maple neck running the full length of the bass. Two humbucking pickups are carefully placed for maximum tonal capability.

Body Type: Solid **Body:** Maple & Walnut **Neck:** Maple **Neck Join:** Through Body **Scale:** 33 1/4"
Fingerboard: Bubinga **Pickups:** 2x Humbucker **Tailpiece:** Combi



4004L "LAREDO"

Like the model 4004C Cheyenne II, this stylishly sleek bass incorporates a new low loss circuit which, coupled with Rickenbacker's latest high output humbucking pickups, delivers a distinctively loud and clear sound. The sculpted body shape and extra body contouring of the 4004L is highlighted by a rich Jetglo finish with contrasting all-chrome plated parts.

Body Type: Solid **Body:** Hardwood **Neck:** Maple **Neck Join:** Through Body **Scale:** 33 1/4"
Fingerboard: Bubinga **Pickups:** 2x Humbucker **Tailpiece:** Combi





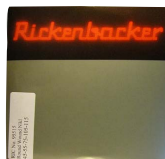
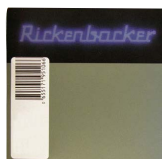
RICKENBACKER STRINGS

Rickenbacker Electric Guitar Strings

- 5095106 Short Scale Electric Guitar Strings (12/52)
- 5095403 Round Wound Electric Guitar Strings (10/42)
- 5095404 Round Wound Electric Guitar Strings- 12 String (10/42)

Rickenbacker Electric Bass Guitar Strings

- 5095511 4 String Round Wound Bass Guitar Strings (45/105)
- 5095515 5 String Round Wound Bass Guitar Strings (45/115)
- 5095518 8 String Round Wound Bass Guitar Strings (20/90)



RICKENBACKER ACCESSORIES

Rickenbacker Guitar Care

- 5097001 Rickenbacker Polishing Cloth

Rickenbacker Guitar Straps

- 5097100 Rickenbacker Leather Guitar Strap - Maroon
- 5097101 Rickenbacker Leather Guitar Strap - Black
- 5097102 Rickenbacker Leather Guitar Strap - Natural



RICKENBACKER REPLACEMENT SPARE PARTS

The following replacement parts for your Rickenbacker are available to order from your local Rickenbacker dealer or from the Rosetti spares departments. For more information please contact spares on 01376 550033 or spares@rosetti.co.uk

Machine Heads

- Schaller M6 Mini (Set of 6), Chrome, Black or Gold
- Schaller M6 Mini (Individual), Chrome, Black or Gold
- Vintage Ric Deluxe (Set of 6), Chrome
- Vintage Ric Deluxe (Individual), Chrome
- 4003 Clover Style (Set of 4), Chrome or Black
- 4003 Clover Style (Individual), Chrome or Black
- 4003/4004 M4 (Set of 4), Chrome, Black or Gold
- 4003/4004 M4 (Individual), Chrome, Black or Gold

Electrical Components

- Toggle Switch
- Tone/Volume Pot
- Mono Jack Socket
- Mono Rick-O-Sound Jack Socket
- Stereo Rick-O-Sound Jack Socket

Pickups

- Vintage Toaster Top, Chrome
- 300 Series Standard, Chrome
- 4003 Rhythm, Chrome
- 4003 Treble Assembly, Chrome
- 4001V64 Horseshoe Assembly, Chrome

Pickup Covers

- 300/600/4001/4003, Chrome
- Vintage Toaster Top, Chrome
- 4000 Series Treble (Hand Rest), Chrome

Bridges

- Bridge Assembly 6 String, Chrome
- Bridge Saddle 6 String, Chrome
- Bridge Assembly 12 String, Chrome
- Bridge Saddle 12 String, Chrome
- Bridge Base, Chrome
- Bridge Cover, Chrome
- 4000 Series Bridge Assembly, Chrome
- 4000 Series Bridge Saddle, Chrome

Tailpieces

Rickenbacker run a strict exchange policy for replacement 'R' tailpieces. To obtain a replacement Rickenbacker 'R' tailpiece the original item must be sent to Rosetti LTD before a replacement can be issued. Please call for more information.

- Trapeze Tailpiece, Chrome
- Trapeze Tailpiece Bracket, Chrome
- 4003 Tailpiece & Damper, Chrome
- 4003 Tailpiece, Chrome

Pickguards

- 330/360/325/350/620 Lower, White
- 330/360/325/350/620 Upper, White
- 325V63/350V63 Upper, White
- 4003, White

Trussrod Covers

Rickenbacker run a strict exchange policy for replacement trussrod covers. To obtain a replacement Rickenbacker trussrod cover, the original item must be sent to Rosetti LTD before a replacement can be issued.





Rosetti

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