



*Jackson*<sup>®</sup>

THE BLOODLINE

**GUITARS AND BASSES**

THE ORIGINAL HIGH-PERFORMANCE METAL GUITAR. SINCE 1980.





# Jackson®

## THE BLOODLINE

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THE ORIGINAL

# HIGH-PERFORMANCE

METAL GUITAR  
SINCE 1980

BLAME FALLS ON:

WORDS:

Nick Bowcott, Jeff Owens

DESIGN:

Brian Leach, Rich Siegle

WOULDN'T HAPPEN WITHOUT:

Chris Cannella, Aaron Coleman, Steven Crouch, Jason Farrell, Rick Heins, Connie Herron, Jake Hill, Ron Kronewitter, Mike Lewis, Robert McCain, Mike McCurry, Brian McDonald, Joel Meine, Takashi Sato, Scott Shipley, Jeremy Smith, Brad Traweek, Mike Weida, Matt York

Mille  
Kreator  
Photo: Alina

*Jackson*

THE BLOODLINE



# THE BLOODLINE.

## THE JACKSON® STORY

The Jackson bloodline began back in the late 1970s, when heavy music experienced a flamboyant and virtuosic resurgence in popularity and a small Southern California guitar repair shop became the epicenter of a new level of shred-approved excellence. Ever since then, Jackson guitars have been

**UNIVERSALLY LAUDED**

AS *THE METAL GUITARS*; *THE SHRED MACHINES*,  
HIGHLY-ORIGINAL, HIGH-PERFORMANCE INSTRUMENTS OF DISTINCTIVE STYLE AND FORMIDABLE SUBSTANCE.

From metal's chart-topping peaks to its darkest recesses, for discerning guitarists all over the globe, Jackson is the only way to go.

To make a long story short, a new generation of talented and extravagant young guitarists who came of age in the burgeoning MTV era of late '70s and early '80s needed more—in fact, demanded more—from their instruments. Six-string luthier Grover Jackson and his small staff of highly-skilled craftsmen answered the call with a new breed of high-performance custom guitars bearing Jackson's own name on their headstocks.

At the time, Grover, a Tennessee native, was just starting to taste success as the owner of Charvel's Guitar Repair, an instrument hot-rodding shop in Glendora, Calif., that he'd bought in November 1978 from his employer of 14 months, Wayne Charvel. Jackson-built Charvel guitars debuted at the 1979 summer NAMM show in Atlanta, and quickly became the axes of choice for the brave new breed of Sunset Strip guitar heroes whose loud, heavy bands were then being signed left and right by major record labels.

In late 1980, Grover was contacted by a relatively unknown but phenomenally talented young guitarist named Randy Rhoads. Following a stint with L.A. metal outfit Quiet Riot, Rhoads had just joined former Black Sabbath vocalist Ozzy Osbourne's new band and wanted to meet with Jackson about designing a distinctive new guitar.

Grover and Randy met just before Christmas that year and quickly designed the guitar together in the "original" Jackson way—by literally sketching it on a paper napkin. The resulting instrument, dubbed the Concorde for its futuristic, angular shape, was a sleek white guitar with an offset V-shape, neck-through-body construction and, for the first time, Jackson's own name on the headstock.

Although the Concorde truly was the first Jackson guitar and there are many photos of Randy playing it, it was eventually rejected in favor of a second version that boasted many features suggested by Rhoads himself. Sadly, due to Randy's tragic and untimely death in March 1982, this guitar was only photographed in his hands a few times. That said, the second model became the legend—the very first guitar known and revered worldwide as the Jackson Rhoads.

Continued ...





# THE BLOODLINE.

THE JACKSON STORY, CONTINUED ...

## FROM THE EARLY '80S ON, HEAVY METAL HISTORY WOULD BE WRITTEN WITH JACKSON GUITARS.

staking their claim as a wilder, high-performance alternative to their more traditional Charvel® cousins. Grover Jackson and his talented, often demented henchmen quickly created their own renaissance in metal guitar design with a slew of highly original models, and the popularity of Jackson guitars exploded in the early and mid-1980s.

Legendary and enduring Jackson models including the Kelly™, King V™, Double Rhoads, Soloist™, bolt-on neck Dinky™, and Concert™ Bass all appeared during this fertile period, joined later in the decade by the equally successful PC1 (based on Jackson's signature model for Def Leppard guitarist Phil Collen) and Jackson's most outlandish body design, the devilishly X-shaped Warrior™.

Metal music continued a vigorous and highly diverse evolution on both sides of the Atlantic during the '80s and '90s, and the Jackson bloodline melded seamlessly with each and every sonic mutation—thrash metal, speed metal, death metal, the NWOBHM, goth, industrial, nu metal, skate metal, grunge, metalcore, rap metal and countless others, too.

Recent years have seen the Jackson bloodline continue to flourish, with all of the company's most famous models—custom and production series alike—enjoying great success. Jackson signature instruments have also come into their own, with magnificent models bearing top metal names such as Phil Collen (Def Leppard), Mark Morton and John Campbell (Lamb of God), Phil Demmel (Machine Head), Chris Beattie (Hatebreed), Adrian Smith (Iron Maiden), Matt Tuck (Bullet For My Valentine) and others. Furthermore, the Jackson Custom Shop remains the longest-operating true custom shop in the United States, with many members of its original staff still working there and doing what they do best—providing axe-wielding metallurgists worldwide with world-class high-performance instruments that have no equal.

And so, in keeping with its breathtaking three-decade heritage of excellence, the Jackson legend continues to thrive and grow—without fear or compromise.

LONG LIVE THE BLOODLINE





# THE BLOODLINE: RANDY RHODES

As Ozzy Osbourne once so eloquently put it:

**“THERE ARE SOME PEOPLE WHO ARE LIKE A SHOOTING STAR. THEY COME, HIT THE PLANET AND EXPLODE INTO A RAINBOW OF BEAUTIFUL COLORS. THEN THEY SHOOT OFF SOMEWHERE ELSE. THAT WAS THE LIFE OF RANDY RHODES.”**

Mr. Osbourne is certainly not alone in rightfully considering the late, great Randy Rhoads as one of the most extraordinary musical geniuses in the history of rock. Only a handful of players are as beloved and revered as Rhoads, and his legacy is all the more remarkable when considering that merely in the space of two studio albums—*Blizzard of Ozz* (1980) and *Diary of a Madman* (1981)—this diminutive guitarist with a giant talent established himself as one of the most innovative and inspirational rock guitarists to ever walk the Earth.

Furthermore, despite the heartbreak of Rhoads being taken from us in 1982 at the tender age of 25, the timeless nature of his playing and his compositions continues to inspire young players more than a quarter century after his passing. It's fine and ongoing testament to his genius, to the sheer size of the indelible shadow he cast and to the colossal impact of his brief but brilliant career.

Those at the very forefront of modern metal also bear eloquent witness to Rhoads' incalculable influence on entire generations of guitarists. As noted by Lamb of God guitarist Mark Morton, one of today's brightest Bloodline stars:

**“RANDY RHODES IS TRULY A GUITAR ICON. HIS UNIQUE APPROACH SINGLE-HANDEDLY ESTABLISHED A NEW STANDARD THAT WOULD LAST FOR DECADES BEYOND HIS ALL-TOO-BRIEF CAREER AND REMAIN THE TEMPLATE FOR HEAVY METAL GUITAR. HIS INFLUENCE IS ABSOLUTELY COLOSSAL, SHAPING GENERATIONS OF FUTURE ARTISTS.**

**IT'S AMAZING TO THINK THAT SUCH AN ABBREVIATED CATALOG OF MATERIAL, CUT SHORT BY TRAGEDY, COULD SO CHANGE THE GENRE. BUT HIS IMPACT IS UNDENIABLE. RANDY WAS MY FIRST HEAVY METAL GUITAR HERO, AND IS A HUGE PART OF WHY I WAS DRAWN TO MUSIC. HIS PLAYING STILL GIVES ME THE SAME GOOSE BUMPS IT DID WHEN I WAS 14 YEARS OLD, AND FOR THAT I REMAIN GRATEFUL.”**

Another reason for all of us to remain grateful to Randy is his enormous influence on the all-important look of the instrument. As *Guitar World* magazine so aptly put it, the accentuated shark-fin design he and Jackson® founder Grover Jackson created together was “a milestone in the development in the ‘pointy guitar’ aesthetic that has ruled the metal firmament ever since.” The body shape Rhoads envisioned has proven to be as timeless as its creator's much-missed talent, and it also happened to be the instrument design that inspired the formation of Jackson guitars.

And that, dear friend, is how the Bloodline began ...



Randy Rhoads  
Photo: Jay Branbury





# Jackson® CUSTOM SHOP

## THE ORIGINAL CUSTOM SHOP

The globally-renowned and respected Jackson Custom Shop is the longest-operating facility of its type on this planet, turning out world-class, high-performance custom guitars ever since Grover Jackson first affixed his name to a headstock in late 1980.

The reason for this amazing longevity is simple: Jackson® *started out* as a custom shop. In the beginning, there were no production guitars—every Jackson guitar was a highly original high-performance custom instrument.

Whereas some production guitar makers open their own custom shops after reaching a certain age or level of success, Jackson existed from its very earliest days as nothing *but* a custom shop. A custom shop that built meticulously crafted high-performance guitars for a very exacting clientele.

Furthermore, right from the very get-go, no design was deemed too crazy and no idea considered too far out—if someone could conceive of it, Jackson's talented, imaginative and possibly even demented craftsmen could build it. This early emphasis on true uniqueness and outlandish one-off instruments proved to have an enormous influence on Jackson's most famous and off-copied body shapes.

In addition to housing the most gifted and open-minded team of luthiers in the world, many of the Jackson Custom Shop's original members are still working there. As a result, we can proudly proclaim more than 170 years of combined guitar-building experience under one roof.

**THE JACKSON CUSTOM SHOP—THE ORIGINAL CUSTOM SHOP.  
MADE IN AMERICA WITH PRECISION, PRIDE AND PASSION.**



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Photo: Scott Uehida



**1. JACKSON® CUSTOM SHOP TEAM** (from left) Mike Shannon, Pat McGarry, Scott Guinard, Chris Fleming, Pablo Santana, Red Dave and Enrique Marchan

**2. CUSTOM GRAPHIC ARTIST**  
Mike Learn

**3. CUSTOM MASTER BUILDERS** (from left) Pablo Santana and Mike Shannon with the original template of the guitar that started it all...

**4. CUSTOM SHOP RHODES, OZZFEST® 2008**  
Jackson's Nick Bowcott, Dimebag Tribute, Ozzfest® 2008 main stage. R.I.P. Dime...

**5. CUSTOM GRAPHIC ARTIST**  
Dan Lawrence



5

2



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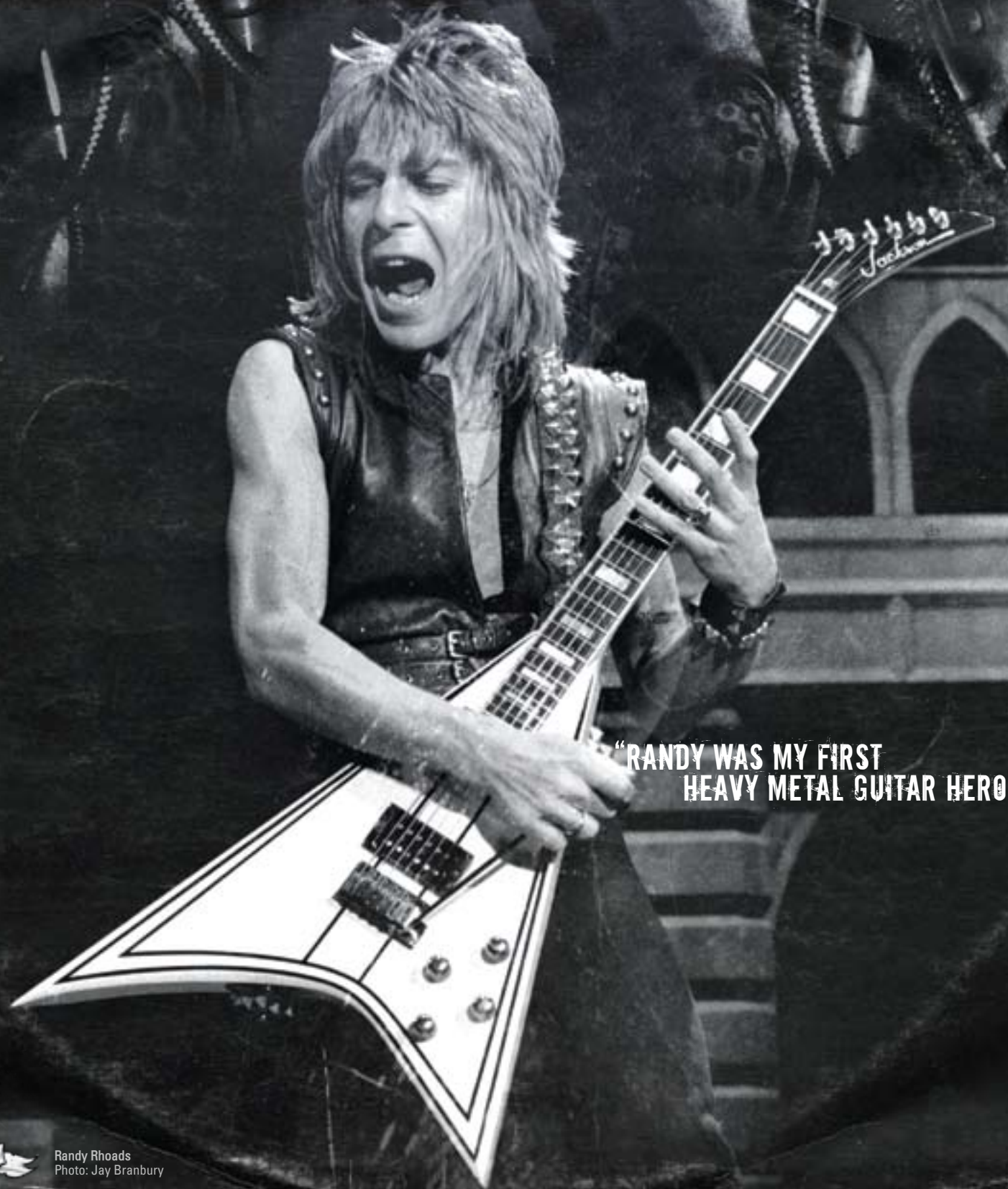


# Jackson CUSTOM SHOP

THE ORIGINAL CUSTOM SHOP

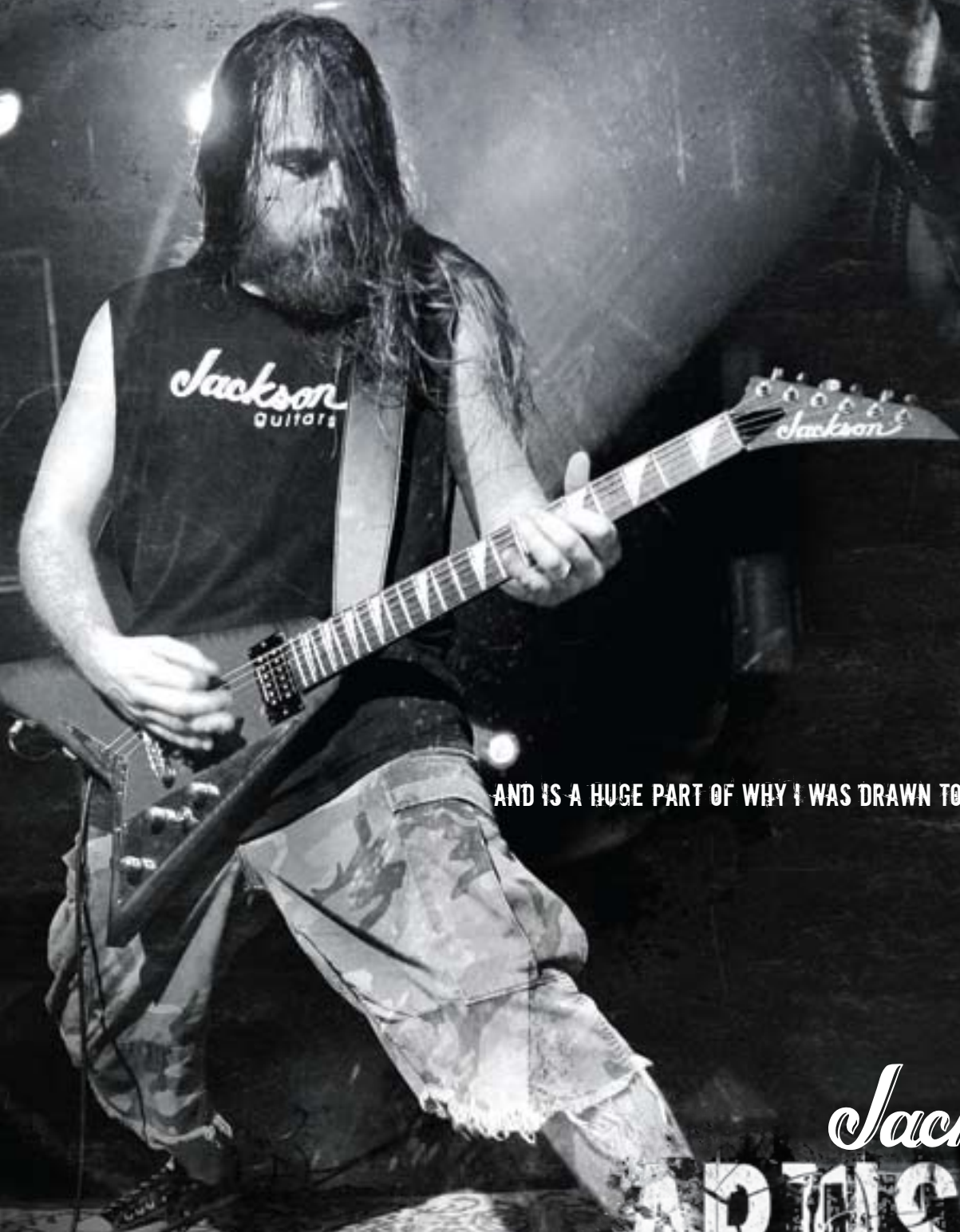






"RANDY WAS MY FIRST  
HEAVY METAL GUITAR HERO"

Randy Rhoads  
Photo: Jay Branbury



AND IS A HUGE PART OF WHY I WAS DRAWN TO MUSIC."

- MARK MORTON

Mark Morton  
Lamb of God  
Photo: Ash Newell

Jackson®

ARTISTS



# PHIL COLLEN



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Phil Collen  
Def Leppard  
Photo: Ash Newell

Lead guitarist for one of the biggest-selling rock bands to ever grace this planet—the hugely influential, U.K. hit factory known as Def Leppard. Phil Collen has deftly wrung so many classic riffs, solos, parts and progressions from our guitars that it's impossible to imagine the '80s and '90s rock charts—or Jackson history—without him. Collen's PC1 was one of the original Jackson® signature guitars; based on the Dinky™ model but featuring more exotic woods and the Jackson sustainer/driver system.



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# PHIL DEMMEL



In the world of brutal, no-holds-barred metal, Machine Head is more than just a band, it's an institution. Since literally exploding onto the scene in 1992 with one of the genre's finest ever debut albums, *Burn My Eyes*, this Oakland, CA, based outfit have and toured the globe relentlessly. Lead guitarist, Phil Demmel, joined Machine Head in 2003 and the band's critically acclaimed 2007 release, *The Blackening*, has taken the world by storm, winning numerous awards and readers polls. It also deservedly earned the quartet their first ever Grammy® nomination.

Phil's magnificent Demmelition King V™ signature model is based on a Custom Shop double-cut offering with specs that are not only true to his ferocious and formidable needs but those of cutting-edge metal guitarists everywhere.

Phil Demmel  
Machine Head  
Photo: Ash Newell



# MARK MORTON



Mark Morton  
*Lamb of God*  
Photo: Scott Uchida

Lamb of God guitarist Mark Morton has led his million-selling, Grammy®-nominated band to the very forefront of new American metal. By combining meticulous technique; angular, often off-kilter riffs; and a black hole-heavy guitar sound, Mark has not only helped redefine the genre but is also influencing a whole new generation of guitarists.

Morton collaborated closely with us on his signature model, creating it the “original” Jackson® way—with a pencil, some paper and a whole lot of imagination. The result is the Mark Morton Dominion™—a versatile guitar for *all* types of music featuring a chambered body, dual humbucking pickups and coil splitters.





# ADRIAN SMITH

NWOBHM titan Iron Maiden is one of the most successful and influential metal bands of all time, thanks in no small measure to the molten yet melodic guitar work of Adrian Smith. With timeless songwriting craft and peerless live performances, Maiden continues to record and tour, charting all over the world and selling out stadiums in any country with electricity.

Based on his original late '80s Custom Shop guitar, Smith's signature model boasts supreme Jackson® tone, playability, versatility and classic good looks.

Adrian Smith  
Iron Maiden  
Photo: John McMurtrie





# MATT TUCK

Hailing from Wales, Bullet For My Valentine formed in 2002 with a modern metalcore sound evocative of classic old-school thrash. Thanks largely to the powerful voice and molten Jackson® guitar work of Matt Tuck, BFMV have already conquered England and Europe and are well on their way to doing the same exact thing in America. Tuck's Jackson signature model was designed to his own exacting specs and fits a wide variety of musical tastes, with classic Rhoads vibe and some '80s flash for good measure.

Matt Tuck  
Bullet For My Valentine  
Photo: Joby Sessions







# CHRISTIAN OLDE WOLBERS



Christian Olde Wolbers  
Fear Factory, Arkaea  
Photo: Omer Cordell

Belgium-born Christian Olde Wolbers began his stint with Fear Factory as bassist for nearly a decade before switching to guitar when the group reformed in 2003. His no-nonsense guitar work with Fear Factory, Arkaea and numerous guest appearances has assured him a rock-solid, heavy rep. The six-string and seven-string Christian Olde Wolbers Signature Dinky™ Arch Top models are actually based on a custom Soloist™ Arch Top, but are stripped down to the bare essentials for the no-nonsense, pedal-to-the-metal player.





# CHRIS BEATTIE



Chris Beattie  
Hatebreed  
Photo: Ash Newell

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As longtime bassist for world-renowned Connecticut hardcore outfit Hatebreed, Chris Beattie specializes in the sort of brutally bludgeoning four-string onslaught you'd rightly expect from a player of his caliber—and from the Jackson® signature bass with his name on it. Listen to any Hatebreed album; then go look up *juggernaut* in the dictionary to truly understand what Beattie's take-no-prisoners sound, style and talent is all about.



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# CAMPBELL

## JOHN



John Campbell  
Lamb of God  
Photo: Scott Uchida



A founding member of Lamb of God, bassist John Campbell is highly regarded not only for creating a rock-solid sonic foundation but also for his remarkably agile ability to double the complex, light-speed riffs of the band's guitarists. No small feat, to be sure. After two years of extensive road testing by Campbell himself, Jackson® honored him with a signature bass model in 2008.



# BLOODLINE DNA: RHODS

The Jackson® Randy Rhoads model is the legendary heart from which the Bloodline is pumped. Born in late 1980 from a design drawn on a napkin by the late, great guitarist himself and by the company's founder, Grover Jackson, this instrument is one of the most revered, respected and recognizable shapes in the darkened domain of hard rock and heavy metal.

It is so highly regarded by the metal-loving masses that in 2006 it was voted "Legendary Guitar" in *Guitar World* magazine's 25th anniversary readers poll—over iconic instruments from Eddie Van Halen, Jimmy Page, B.B. King and Stevie Ray Vaughan.

JUST LIKE ITS CREATOR, THIS SLEEK INSTRUMENT IS BOTH  
**PEERLESS AND UNTOUCHABLE.**  
A TIMELESS CLASSIC THAT WILL ALWAYS ENDURE AND INSPIRE ...





# BLOODLINE DNA: KING V™

With metal music exploding with fret-burning flamboyance in the mid '80s, a slew of artists clamored for Jackson®/Rhoads-style personality and playability in a bigger-bodied axe that better suited taller players (remember, despite his larger-than-life talent, Randy was a diminutive 5'2"!).

In keeping with their creative M.O., Jackson's custom builders responded with a classic design that satisfied shredders' lust by combining the high-performance Rhoads with a larger, slightly more traditional V-shaped body. Thanks to its head-turning (and banging!) good looks and incredible playability, the regal King V remains a firm favorite in the Jackson® line and continues to reign.

LONG LIVE THE KING





# BLOODLINE DNA: SOLOIST™

The concept of creating a sleek but deadly instrument that combined a traditional double-cutaway body style and scale length with shark-like high-performance was ingrained into the DNA of the Jackson® Bloodline at birth. This inevitable instrument of evolution officially debuted in 1983 as the Soloist.

Featuring an incredibly addictive compound radius and a new pitch on its through-body neck, this highly versatile instrument was born to shred. Add to this its alluring good looks, and it's easy to understand why the critically acclaimed SL1 is one of the most popular and oft-copied Jackson models of all time.

IMITATION MAY BE THE MOST SINCERE FORM OF FLATTERY, BUT  
**NOTHING COMES CLOSE TO THE ORIGINAL, OR EVER WILL.**

Such is the inimitable purity of the Jackson Bloodline—it will always remain stronger than all.





# BLOODLINE DNA: DINKY™

Despite the incredible popularity and playability of the Soloist™, certain guitarists sought an instrument that boasted the company's trademark speed and high performance, but in a bolt-on neck model similar to those of Jackson's equally famous older six-string sibling, Charvel®.

Once again our designers responded with speed and agility, birthing a bolt-on brother to the Soloist with a slightly smaller body that lightened and further streamlined an already sleek design—the Dinky.

**ANOTHER INNOVATIVE BREAKTHROUGH  
IN A LONG LINE OF JACKSON® FIRSTS.**

In addition to being an immediate success, the Dinky has flourished and endured. Consequently, this highly sought-after six-string family has grown to more than a dozen members.





# BLOODLINE DNA: KELLY™

Armed with an eye-catching shape that is born to be played on stage and with a lightning-fast neck, the Kelly has been a popular staple of the Jackson® line ever since its introduction in 1983. When the U.K.'s prestigious *Guitarist* magazine did a special "Book of Metal" issue, it referred to the Kelly as "ONE HELLUVA GUITAR WITH A TRULY MASSIVE SOUND."

ARGUABLY THE BE-ALL AND END-ALL OF ROCK GUITARS

THIS HAS TO BE THE COOLEST AXE EVER  
FROM ONE OF THE GENRE'S GREATEST NAMES."

Enough said. We rest our case.





# BLOODLINE DNA: WARRIOR™

In late 1989 Jackson® introduced its most outlandish and brutal-looking body design—the aptly named Warrior. Designed with a dark new breed of artist in mind, our fearless craftsmen designed a truly vicious-looking new weapon that, despite its savage styling, still remained true to the Bloodline's sleek heritage. In fact, a close look at the X-shaped Warrior reveals the method behind the madness, as every angle resembles the legendary Jackson headstock.

**AS ITS NAME IMPLIES, THE WARRIOR WILL ALWAYS EMERGE VICTORIOUS, LEAVING SONIC DEVASTATION IN ITS WAKE.**





THE ORIGINAL  
**HIGH-PERFORMANCE**  
METAL GUITAR  
SINCE 1980.

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Rob Cavestany  
*Death Angel*  
Photo: Shelly Jambresic

Ben Varon  
*Amoral*  
Photo: Valtteri Hirvonen

*Jackson*  
THE BLOODLINE





Ola Lindgren  
*Grave*  
Photo: Solle Siirtola



Chris Beattie  
*Hatebreed*  
Photo: Nick Bowcott



John Campbell  
*Lamb of God*  
Photo: Nick Bowcott



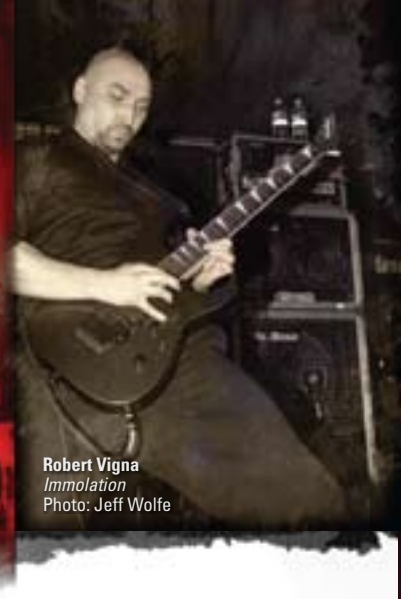
Juan Garcia  
*Agent Steel*  
Photo: www.metaldreams.com



Oscar  
*Hammerfall*  
Photo: Peter Nilsson



Metal Mike Chlasciak  
*Halford/ Sebastian Bach/ Painmuseum*  
Photo: Keith Terrier



Robert Vigna  
*Immolation*  
Photo: Jeff Wolfe



Randy Davis  
*Body of Scars*  
Photo: Heather Davis



Shaen Wittaker  
*Viral Load*



Anders Bertilsson  
*Coldworker*  
Photo: Per Lindström



Sean Michael Clegg  
*XYZ*  
Photo: Johnny Pena



Markus Vanhala  
*Omnium Gatherum*  
Photo: Heidi Uutela



Chris Cannella, Anthony DeJesus, Chris Elsten  
*Autumn's End*  
Photo: Ric Eubank



Phil Demmel  
*Machine Head*  
Photo: Nick Bowcott



Jason Mendonca  
*Akercocke*  
Photo: Simon Mangus



Teppo Heiskanen and Ville Wiren  
*Domination Black*  
Photo: Vessa



Pule  
*Vision Divine*  
Photo: Ugetto



Larry Brannigan  
*Helstar*  
Photo: Sanne Meinema



Baastian Kuiper  
*Engine of Pain*  
Photo: Henk Roemen



Patrick Waltmans  
*Engine of Pain*  
Photo: Henk Roemen



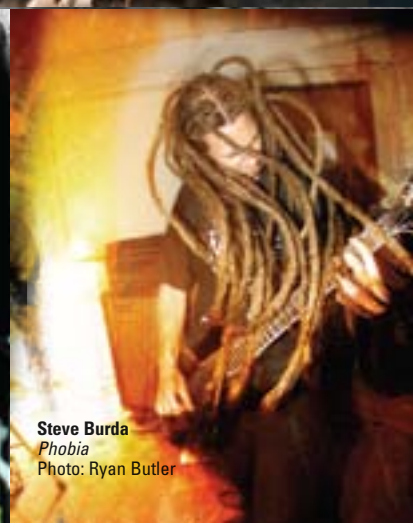
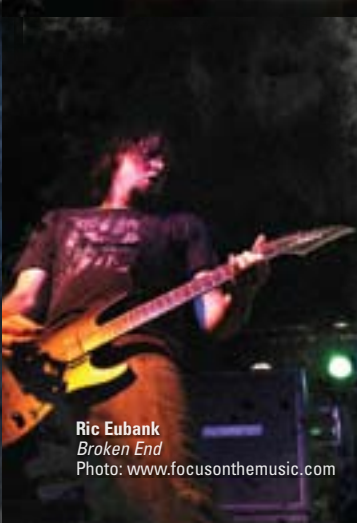
Ryan Butler  
*Landmine Marathon*  
Photo: Jeff Wolfe





# ARMISTE

## Jackson







**Mark Morton**  
*Lamb of God*  
Photo: Nick Bowcott



**Mika Lagreen**  
*Facebreaker*  
Photo: Soile Siirtola



**Joe Duplantier**  
*Gojira*  
Photo: Alex Morgan



**Ralph Santolla**  
*Obituary*  
Photo: Bobo



**Christian Andreu**  
*Gojira*  
Photo: Alex Morgan



**Denis Vlachiotis**  
Photo: Denise Vlachiotis



**Scott Hull**  
*Pig Destroyer*  
Photo: Josh Sisk



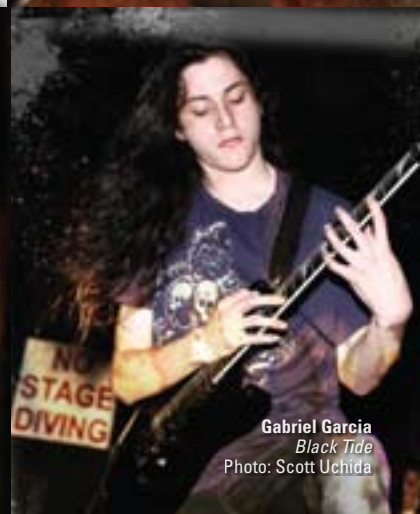
**Tom Borboa**  
*Syncrope Threshold*  
Photo: Cory Hendrix



**Hamish Glencross**  
*My Dying Bride*  
Photo: Caroline Traitler



**Ryan Cano**  
*Syncrope Threshold*  
Photo: Cory Hendrix



**Gabriel Garcia**  
*Black Tide*  
Photo: Scott Uchida





*Jackson*®

THE BLOODLINE

Jackson® Electric Guitars and Basses

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