

Cheri

Vintage

**ELECTRIC
GUITARS
& BASSES**

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Gitarrenmodelle international bekannter Marken werden heute in Korea hergestellt. »Made in Korea« ist inzwischen in vielen Bereichen zum Wertbegriff geworden. Die **CHERI**-Line ist die Exklusivmarke eines der bedeutendsten E-Gitarren und Pickup-Hersteller in Korea. Eigner dieser Gitarrenfabrik ist ein Amerikaner und ein Koreaner.

Ein Team von Produktspezialisten aus Amerika und Europa hat seine Vorstellungen bezüglich Instrumentenausstattung, Qualitätsanspruch, Fertigungstechnik, Sorgfalt und Sound eindeutig definiert und konsequent im Gitarrenwerk umgesetzt. Das bedeutete ein Umdenken in der Produktion. Weg von der konsequenten Massenproduktion zurück zur traditionellen Handarbeit in vielen Produktionsschritten. Rationalisierung nur da, wo sie sinnvoll ist und sich qualitätssteigernd auswirkt. Traditionelle Handarbeit und High Tech Produktion verschmelzen in der **CHERI**-Line.

Der Holzeinkauf erfolgt von Amerika aus. So kommen bei der **CHERI**-Line für Korpus und Hölse ausschließlich amerikanische und kanadische Hölzer zur Verwendung.

Die **CHERI**-Elektronik und die Pickups wurden in Amerika entwickelt. Die Herstellung der Instrumente, Elektronik und Pickups in der gleichen Fabrik ist ein wichti-

ger Bestandteil der **CHERI**-Qualität. Nur so ist es möglich eine gleichbleibende Verarbeitungs- und Klangqualität zu garantieren. Bei der Hardware verlassen wir uns auf unseren Kooperationspartner in Taiwan, der strengsten Qualitätsnormen unterliegt. Vor der Auslieferung in Europa werden sämtliche Instrumente nochmals einer Qualitätskontrolle unterzogen. Exakte Abstimmung und Justierung über die normalen Einstellarbeiten hinaus sind Voraussetzung für den Sound Deiner **CHERI** und ihrem vorzüglichen Spielkomfort!

Many well-known international brand-name guitars are nowadays manufactured in Korea. "Made in Korea" has become synonymous with consistent high quality and good value.

The **CHERI** range is the exclusive brand from one of the major electric guitar and pick-up manufacturers in Korea. The factory is under joint American and Korean ownership.

A team of product specialists from America and Europe have clearly defined and subsequently implemented their concepts for good quality guitar designs which incorporate the best in sound, playability and advanced productions

techniques. This meant a re-think in production, away from systematic mass-production and a return to traditional handwork in many stages of production. Rationalisation has been implemented only where essential, and where it has improved quality. Traditional craftsmanship and high-tech production are fused in the **CHERI** range.

The wood is bought in from America. This means that only American and Canadian woods are used for the bodies and necks of the **CHERI** range.

The **CHERI** electronics and pickups were developed in America. They are manufactured in the same factory as the guitars to the same high standards. Only in this way is it possible to guarantee consistent manufacturing and sound quality.

For the hardware we rely upon our Taiwanese working-partner, who is subjected to the strictest quality standards.

Before delivery in Europe, all instruments will again undergo quality control. Exact tuning and adjustment, in addition to the normal setting up which is a prerequisite of the playing-comfort and sound of your **CHERI**, will be carried out.



The wood selected for CHERI instruments is seasoned in special drying-rooms. In speziellen Trockenräumen werden die für CHERI-Instrumente ausgewählten Hölzer abgelagert.



All fine-finishing work is completed by hand.
Alle feinen Schleifarbeiten werden von Hand durchgeführt.



The forming of CHERI necks is done by hand only.
Das Formen der CHERI-Hälse erfolgt ausschließlich in Handarbeit.



All bodies are polished by hand.
Sämtliche Bodies werden von Hand poliert.



The hand-lacquering is a guarantee of traditional quality.
Die Handlackierung garantiert traditionelle Qualität.



Efficient rationalisation of the final-assembly where the instruments are completed and adjusted.
Sensiblen Rationalisierung in der Endmontage, in der die Instrumente komplettiert und justiert werden.

CHERI

COLOR CHART

ARM – Apple Red Metallic

BD – Blond (transparent)

BLK – Black

BM – Blue Metallic

CSB – Cherry Sunburst (transparent)

IVO – Ivory

N – Nature (transparent)

TA – Transparent Antique

TGO – Transparent Gold

UVM – Ultra Violet Metallic

V – Violet (transparent)

VB – Vintage Brown

2-T – 2-Tone Sunburst

3-T – 3-Tone Sunburst

LEFT HAND

Bitte fragen Sie Ihren Fachhändler nach dem aktuellen Left-Hand Angebot.
Please ask your local dealer regarding the available left-hand models.



Body/Korpus: Californian solid maple ST-M Vintage solid ash-body; **Neck/Hals:** One-piece Canadian hard rock maple, graphite nut, die-cast string rollers; **Fingerboard/Griffbrett:** Canadian hard rock maple; **Pickups/Tonabnehmer:** 3 x single coil (middle pickup reversed polarity) covered; **Hardware:** Chrome hardware, diecast deluxe machine heads, vintage

style standard tremolo; **Electronics/Elektronik:** 1 x Volume, 2 x Tone, 5-way switch; **Frets/Bünde:** 22 special shape silver nickel frets; **Scale/Mensur:** 25 1/2"; **Finishes/Farben:** BLK, 2-T, ARM, IV0, ST-M Vintage in BD.



Neck tilt adjustment screw for easy adjustment of the neck/body angle. Neck Tilt Einstellschraube zur einfachen Justierung der Hals/Korpus Neigung.



Vintage style tremolo system for tuning stability. Stimmstabiles Vintage Style Tremolo System.





3-Tone/Art.No. 502.070

Body/Korpus: Californian solid maple; **Neck/Hals:** One-piece Canadian hard rock maple, graphite nut, diecast string rollers; **Fingerboard/Griffbrett:** Indian rosewood; **Pickups/Tonabnehmer:** 3 x single coil (middle pick-up reversed polarity) covered; **Hardware:** Chrome hardware, diecast deluxe machine heads, vintage style standard tremolo; **Electronics/Elektronik:** 1 x Volume, 2 x Tone, 5-way switch; **Frets/Bünde:** 22 special shape silver nickel frets; **Scale/Mensur:** 25 1/2"; **Finishes/Farben:** BLK, 3-T, ARM;



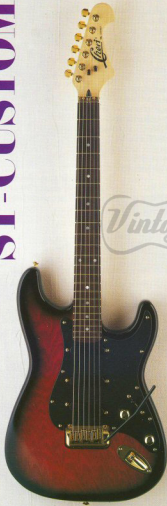
Backplate flush with the body for superior playing comfort. Eingelassene Backplate für höchsten Spielkomfort.



Diecast string rollers for precise string guidance. Diecast String Rollers zur perfekten Seitenführung.



ST-CUSTOM



Body/Korpus: Californian solid maple, top with ash veneer; **Neck/Hals:** One-piece Canadian hard rock maple, GOTOH roller nut, diecast string rollers; **Fingerboard/Griffbrett:** Selected Indian rosewood, position marks mother of pearl; **Pickups/Tonabnehmer:** 3 x single coil covered; **Hardware:** Gold hardware, diecast deluxe machine heads, FLOATING-Tremolo; **Electronics/Elektronik:** 1 x Volume, 1 x Tone, 5-way switch; **Frets/Bünde:** 22 special shape silver nickel frets; **Scale/Mensur:** 25 1/2"; **Finishes/Farben:** V, CSB



The FLOATING-Tremolo in combination with the GOTOH roller nut and the diecast string rollers guarantee perfect tuning stability. Das FLOATING-Tremolo garantiert in Verbindung mit dem GOTOH Rollensattel und den Saitenrollern ein Maximum an Stimmstabilität.

Vintaxe.co



FLOATING-Tremolo

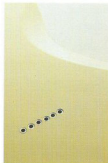


Cherry Sunburst Art. No. 502.120



Ivory/Art.No. 502.190

Body/Korpus: Californian solid maple; **Neck/Hals:** One-piece Canadian hard rock maple, graphite nut, diecast string retainer; **Fingerboard/Griffbrett:** Canadian hard rock maple; **Pick-ups/Tonabnehmer:** 2 x single coil; **Hardware:** Chrome hardware, diecast deluxe machine heads, vintage style bridge with individual riders, through body stringing; **Electronics/Elektronik:** 1 x Volume, 1 x Tone, 3-way switch; **Frets/Bünde:** 22 special shape silver nickel frets; **Scale/Mensur:** 25 1/2"; **Finishes/Farben:** BLK, 2-T, IV0; TL-M Vintage im VB;



Trough body stringing for more sustain. Saitenführung durch den Korpus für mehr Sustain.

Vintage.com

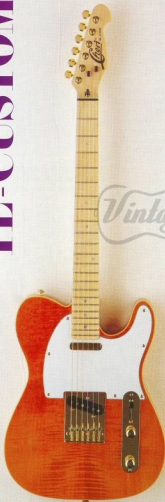


Black/Art.No. 502.170

2-Tone/Art.No. 502.180

Vintage Brown/Art.No. 502.206

TL-CUSTOM



Transparent Gold/Art.No. 502.220

Body/Korpus: Californian solid maple, top & back flamed maple veneer; **Neck/Hals:** One-piece Canadian hard rock maple, graphite nut, diecast string retainer; **Fingerboard/Griffbrett:** Canadian hard rock maple, position marks mother of pearl; **Pick-ups/Tonabnehmer:** 2 x single coil covered; **Hardware:** Gold hardware, diecast deluxe machine heads, vintage style bridge style with individual riders, through body stringing; **Electronics/Elektronik:** 1 x Volume, 1 x Tone, 3-way switch; **Frets/Bünde:** 22 special shape silver nickel frets; **Scale/Mensur:** 25 1/2"; **Finishes/Farben:** TGO, TA;



Selected Canadian Maple with original mother of pearl position marks. Ausgesuchtes kanadisches Ahorn mit echten Perlmuttereinlagen.



VS



Glued neck for original sound.
Eingeleimter Hals für den original Sound.

Body/Korpus: Solid mahogany body, solid maple top, cream binding; **Neck/Hals:** Mahogany; **Fingerboard/Griffbrett:** Indian Rosewood; **Pickups/Tonabnehmer:** 2 x humbucker (chrome covers are included and but use is optional); **Hardware:** Chrome hardware, diecast deluxe machine heads; **Electronics/Elektronik:** 2 x Volume, 2 x Tone, 1 Toggle switch; **Frets/Bünde:** 22 special shape silver nickel frets; **Scale/Mensur:** 24 3/4"; **Finishes/Farben:** CSB;

VS



Body/Korpus: Solid mahogany body, solid maple top, with bindings top & back; **Neck/Hals:** Mahogany; **Fingerboard/Griffbrett:** Selected Indian Rosewood; **Pickups/Tonabnehmer:** 2 x humbucker with gold covers; **Hardware:** Gold hardware, diecast deluxe machine heads; **Electronics/Elektronik:** 2 x Volume, 2 x Tone, 1 Toggle switch; **Frets/Bünde:** 22 special shape silver nickel frets; **Scale/Mensur:** 24 3/4"; **Finishes/Farben:** BLK;



Transparent Antiqua / Art.No. 502.248

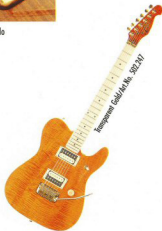
Body/Korpus: Californian solid maple, top with flamed maple veneer; **Neck/Hals:** One-piece Canadian hard rock maple, GOTOH roller nut, diecast string rollers; **Fingerboard/Griffbrett:** Selected Canadian hard rock maple; **Pickups/Tonabnehmer:** 2 x humbucker; **Hardware:** Gold hardware, diecast deluxe machine heads, FLOATING-Tremolo; **Electronics/Elektronik:** 1 x Volume, 1 x Toggle switch; **Frets/Bünde:** 22 special shape silver nickel frets; **Scale/Mensur:** 25 1/2"; **Finishes/Farben:** TA, TGO;



The FLOATING-Tremolo in combination with the GOTOH roller nut and the diecast string rollers guarantee perfect tuning stability. Das FLOATING-Tremolo garantiert in Verbindung mit dem GOTOH Rollensattel und den Saitenrollern ein Maximum an Stimmstabilität.



FLOATING-Tremolo





Cherry Sunburst* / Art.No. 502.280

Body/Korpus: Californian solid maple, in CSB version top & back flamed maple veneer, plexi pickguard; **Neck/Hals:** Canadian hard rock maple slant neck, lock nut; **Fingerboard/Griffbrett:** Indian Rosewood; **Pick-ups/Tonabnehmer:** 2 x single coil, 1 x humbucker for S-S-H version, 2 x humbucker, 1 x single coil for H-S-H version; **Hardware:** Black hardware, diecast deluxe machine heads, Floyd Rose licensed double locking fine tuning tremolo; **Electronics/Elektronik:** 1 x Volume, 1 x Tone, 5-way switch; **Frets/Bünde:** 24 special shape silver nickel frets; **Scale/Mensur:** 25"; **Finishes/Farben:** BLK, BM, CSB, RED;



Special shape for ease of playing.
Spezielles Komfort-Shaping.

Vintage.com



Floyd Rose licensed double locking fine tuning tremolo.



Black** / Art.No. 502.270

Blue Marble* / Art.No. 502.276

Black** / Art.No. 502.286

Red** / Art.No. 502.290

* H-S-H Version = Humbucker - Single Coil - Humbucker
** S-S-H Version = Single Coil - Single Coil - Humbucker



Black/Art.No. 502.300

Body/Korpus: Californian solid maple; **Neck/Hals:** Canadian hard rock maple slant neck, lock nut; **Fingerboard/Griffbrett:** Indian Rosewood; **Pick-ups/Tonabnehmer:** 2 x single coil, 1 x humbucker; **Hardware:** Black hardware, diecast deluxe machine heads, Floyd Rose licensed double locking fine tuning tremolo, GOTOH strap locks; **Electronics/Elektronik:** 1 x Volume, 1 x Tone, 5-way switch; **Frets/Bünde:** 24 special shape silver nickel frets; **Scale/Mensur:** 25"; **Finishes/Farben:** BLK, NAT;



Special ultra slim body shaping for modern playing techniques. Spezielles Shaping für moderne Spieltechniken.

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Nature/Art.No. 502.310

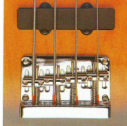


2-Tone/Art.No. 502.340

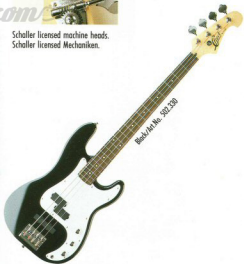
Body/Korpus: Californian solid maple; **Neck/Hals:** One-piece Canadian hard rock maple, graphite nut; **Fingerboard/Tonabnehmer:** 1 x P-style, 1 x J-style; **Hardware:** Chrome hardware, Schaller licensed machine heads; **Elektronik/Elektronik:** 2 x Volume, 1 x Tone; **Frets/Bünde:** 20 special shape silver nickel frets; **Scale/Mensure:** 34"; **Finishes/Farben:** BLK, 3-T;



Schaller licensed machine heads.
Schaller licensed Mechaniken.



Solid bridge for more sustain.
Massive Brücke für mehr Sustain.



Body/Art.No. 502.330



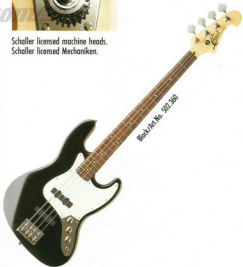
Body/Korpus: Californian solid maple; **Neck/Hals:** One-piece Canadian hard rock maple, graphite nut; **Fingerboard/Griffbrett:** Indian rosewood; **Pick-ups/Tonabnehmer:** 1 x P-style, 2 x J-style; **Hardware:** Chrome hardware, Schaller licensed machine heads; **Electronics/Elektronik:** 2 x Volume, 1 x Tone; **Frets/Bünde:** 20 special shape silver nickel frets; **Scale/Mensur:** 34"; **Finishes/Farben:** BLX, 3-T, ARM;



Neck tilt adjustment screw for easy adjustment of the neck/body angle. Neck Tilt Einstellschraube zur einfachen Justierung der Hals/Korpus Neigung.



Schaller licensed machine heads.
Schaller licensed Mechaniken.





Body/Korpus: Californian solid maple; **Neck/Hals:** Canadian hard rock maple slant neck, graphite nut; **Fingerboard/Griffbrett:** Indian rosewood; **Pick-ups/Tonabnehmer:** 1 x P-style, 2 x J-style; **Hardware:** Soft-Black hardware, diecast deluxe machine heads; **Elektronik:** 2 x Volume, 1 x Tone; **Frets/Bünde:** 24 special shape silver nickel frets; **Scale/Mensur:** 34"; **Finishes/Farben:** BLK, UVM;



Special shape for ease of playing.
Spezielles Komfort-Shaping.



Diecast deluxe machine heads.
Geschlossene Deluxe Mechaniken.



SLB-4, 4A SLB-5A



Nature / Art. No. 502.420 (SLB-4A)
Art. No. 502.450 (SLB-4)

Body/Korpus: Californian solid maple; **Neck/Hals:** Canadian hard rock maple slant neck, graphite nut; **Fingerboard/Griffbrett:** Indian rosewood; **Pick-ups/Tonabnehmer:** 1 x P-style, 1 x J-style; **Hardware:** Black hardware, diacast deluxe machine heads; **Electronics/Elektronik:** 2 x Volume, 2 x Tone (SLB-4A, 5A with middle position), SLB-4A, 5A with active electronics; **Frets/Bünde:** 24 special shape silver nickel frets; **Scale/Mensur:** 34"; **Finishes/Farben:** N, BLK;



Active electronics designed in USA for the SLB-4A. Die aktive Elektronik des SLB-4A, designed in USA.



Special ultra slim body shaping for modern playing techniques.
Spezielles Shapinge für moderne Spieltechniken.

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Black / Art. No. 502.430 (SLB-4A)
Art. No. 502.460 (SLB-4)

Nature / Art. No. 502.400 (SLB-5A)

Black / Art. No. 502.490 (SLB-5A)

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Ihr Fachhändler / Your CHERI dealer

The right is reserved to amend technical specifications without notice.
Colors available may vary according to country of delivery.

Änderungen der technischen Daten und des Designs vorbehalten.
Die lieferbaren Farben können je nach Auslieferungsland unterschiedlich sein.