



PRE-PACK CHECKLIST

Exterior Finish

- Top
- Back
- Sides
- Neck
- Fretboard
- Bridge/Saddle
- Peghead/Nut
- Binding
- Hardware

Playability

- Action
- 12th L__ H__
- 1st L__ H__
- Intonation
- Buzzing
- Electronics
- Cleaning
- String Change

Inspected by _____

FINAL PACK CHECKLIST

- Warranty card
- Electronics info sheet (if applicable)
- Tremolo arm (if applicable)
- Case Inspection

Packed by _____

For consumer or dealer service:
1.800.4GIBSON or www.gibson.com

Returns: All returns must have a Return Authorization Number issued by customer service before shipment. If for any reason the instrument needs to be returned, please include this card.

Shipment Damage: If instrument arrives damaged, please keep shipping carton intact and contact the freight carrier for inspection.

Please ensure the consumer receives this card.

Date (/ /)

MODEL NO. _____

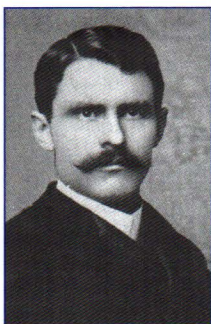
SERIAL NO. _____



**ONLY
A GIBSON
IS GOOD ENOUGH**

GIBSON GOLD WARRANTY

THE GIBSON STORY



Orville Gibson

In 1894, in a one-man shop in Kalamazoo, Michigan, Orville Gibson created a new family of guitars and mandolins that would inspire generations of craftsmen to produce some of the finest instruments the world has ever heard or seen. The Gibson Mandolin-Guitar Co., Ltd., was formed on October 10, 1902, to carry on Orville's innovative designs and, moreover, his conviction to quality.

Gibson celebrated its 100th anniversary in 1994 with the spirit of Orville still going strong. Gibson's combination of traditional craftsmanship and innovative technology has made Gibson the only company that produces industry standard models in every style of fretted instrument, from electric and acoustic guitars to mandolins, banjos and resonator guitars.

The Gibson Gold Warranty* carries on the tradition of the limited lifetime warranty introduced by the company's founders. It represents our commitment to producing the world's finest musical instruments and providing complete customer satisfaction.

If you have any questions or comments, please call us at 1.800.4GIBSON or visit www.gibson.com

THANK YOU FOR CHOOSING GIBSON!

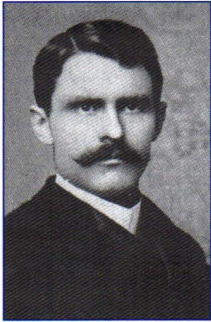
Gibson
USA

*Please see warranty card for further information.

PLEASE FILL OUT AND RETURN... THANKS!

PLEASE
AFFIX
FIRST
CLASS
POSTAGE

THE G



Orville Gibson

anniversary in 1994 with Gibson's combination of technology has made Gibson industry standard models from electric and acoustic resonator guitars.

The Gibson Gold Wa limited lifetime warranty. It represents our commit musical instruments and p

If you have any ques at 1.800.4GIBS

THANK YOU F

*Please see war

GIBSON GOLD WARRANTY

tear here

DEPARTMENT W
P.O. BOX 100087
NASHVILLE, TN 37210-0087



PLEASE
AFFIX
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GIBSON GOLD WARRANTY

Please supply requested information, sign and mail within
15 days of purchase date to assure warranty coverage.

Last Name _____ First Name _____

Address _____

City _____ State _____ Zip _____

Country _____ Male/Female _____ Age _____

Phone (_____) _____

Email Address _____

Model No. _____

(See back page of this brochure)

Serial No. _____ Color _____

Dealer Name _____ Purchase Date _____

Dealer Location _____ Purchase Price _____

Signature _____ Date _____

1. Your annual household income?

- A. Less than \$25,000 C. \$40,000 - \$65,000
 B. \$25,000 - \$40,000 D. Over \$65,000

2. Which of the following most accurately describes your occupation?

- A. Professional E. Sports I. Business M. Unemployed
 B. Manufacturing F. Arts J. Service N. Other _____
 C. Sales G. Music K. Retired _____
 D. Education H. Building Trades L. Military _____

3. How would you describe yourself?

- A. Professional Musician B. Non-Professional Musician C. Non-Musician

4. What instruments do you play?

- A. Electric Guitar D. Resonator Guitar G. Banjo
 B. Acoustic Guitar E. Keyboard H. Mandolin
 C. Bass Guitar F. Drums I. Other _____

5. How long have you played fretted instruments?

- A. Less than a year B. 1 - 4 year C. 5 - 9 years D. 10 years+

6. How many fretted instruments do you own?

- A. 1 (This is my first) B. 2 - 3 C. 4 - 6 D. 7 or more

7. What styles of music do you play?

- A. Rock E. Pop I. Folk / Traditional
 B. Metal F. Jazz J. Bluegrass
 C. Funk / Soul / Urban G. Latin K. Classical
 D. Blues H. Country L. Other

8. How would you rate the quality of this instrument?

- A. Excellent B. Good C. Average D. Poor

9. What do you feel is the best feature of this instrument?

10. How would you rate your Gibson Dealer's service?

- A. Excellent B. Good C. Average D. Poor

11. Would you describe your Gibson Dealer's staff knowledge of guitars as ___?

- A. Excellent B. Good C. Average D. Poor

12. How important is it that your dealer provide a Service Department?

- A. Very Important B. Somewhat Important
 C. Not Very Important D. Not Important At All

13. What instrument(s) do you plan to purchase within the next year? (Check all that apply)

- A. Electric Guitar D. Resonator Guitar G. Banjo
 B. Acoustic Guitar E. Keyboard H. Mandolin
 C. Bass Guitar F. Drums I. Other _____

14. Who are your favorite Artist/Bands?

15. What guitar string brand(s) do you use?

(please continue over)

16. How often do you change your strings?

- A. Less than a year C. Once a month
 B. 1 - 4 times per year D. Once a week

E. More than once a week

17. Please check all interests or hobbies:

- | | | |
|--|---|--|
| <input type="checkbox"/> A. Fishing | <input type="checkbox"/> I. Snowboarding | <input type="checkbox"/> Q. Scuba Diving |
| <input type="checkbox"/> B. Camping | <input type="checkbox"/> J. Skateboarding | <input type="checkbox"/> R. Auto Racing |
| <input type="checkbox"/> C. Hunting | <input type="checkbox"/> K. Performing Arts | <input type="checkbox"/> S. Pro Football |
| <input type="checkbox"/> D. Golf | <input type="checkbox"/> L. Photography | <input type="checkbox"/> T. Pro Basketball |
| <input type="checkbox"/> E. Tennis | <input type="checkbox"/> M. Do-It-Yourself | <input type="checkbox"/> U. Pro Baseball |
| <input type="checkbox"/> F. Computers | <input type="checkbox"/> N. Woodworking | <input type="checkbox"/> V. Other _____ |
| <input type="checkbox"/> G. Physical Fitness | <input type="checkbox"/> O. Casino Gambling | _____ |
| <input type="checkbox"/> H. Cycling | <input type="checkbox"/> P. Snow Skiing | _____ |

FOR YOUR RECORDS

Congratulations on your purchase of a new Gibson instrument. For your own records, should you ever need to identify your product for warranty or insurance purposes, please fill in the following:

Model No. _____
(See checklist on back for Model Number)

Serial No. _____

Date of Purchase _____

Dealer's Name _____

Dealer's Address _____

THANK YOU FOR PARTICIPATING IN OUR SURVEY



**The Completed Warranty Card Must Be Returned To Us
Within 15 Days Of Your Original Retail Purchase.**

Your Gibson Gold Warranty goes into effect when, and ONLY when, we receive the completed Warranty Registration Card within 15 Days of your original retail purchase. To assure timely registration of your warranty, please take a minute to fill in, sign and return the Warranty Registration Card now. We would also appreciate it if you would take a few extra moments to supply us with the additional information requested so that we may better serve you in the future.

PLEASE NOTE: When Requesting Warranty Repair, You Will Be Required To Furnish A Copy Of Your Bill Of Sale As Proof That You Are The Original Owner.

GIBSON GOLD WARRANTY

This new Gibson instrument is warranted to be free from defects in materials and workmanship for the life of the original retail purchaser, subject to the limitations contained in this warranty.

If at any time this Gibson instrument malfunctions as a result of faulty materials or workmanship, Gibson will repair the defect(s) or replace the instrument, as it deems appropriate in its sole discretion. Gibson reserves the right to use materials regularly utilized at the time of repair in the event that original materials are no longer available. If replacement of your instrument is deemed appropriate by our staff, Gibson will replace the instrument with one of the same or most similar style of a value not in excess of the original purchase price of your instrument.

This warranty covers the cost of both labor and materials on any repair deemed necessary by our Customer Service Representative for the lifetime of the original purchaser. In the unlikely event that your instrument is destroyed, lost or damaged beyond repair, while in the possession of Gibson for repair, Gibson will replace that instrument with one of the same or most similar style of a value not in excess of the original purchase price of your instrument. Any insurance covering the instrument, including but not limited to collector's value insurance, must be carried by owner at owner's expense.

THIS WARRANTY IS EXTENDED TO THE ORIGINAL RETAIL PURCHASER ONLY AND MAY NOT BE TRANSFERRED OR ASSIGNED TO SUBSEQUENT OWNERS. IN ORDER TO VALIDATE YOUR WARRANTY, AND AS A CONDITION PRECEDENT TO WARRANTY COVERAGE HEREUNDER, YOU MUST RETURN YOUR WARRANTY REGISTRATION CARD WITHIN FIFTEEN (15) DAYS FOLLOWING THE ORIGINAL DATE OF PURCHASE. YOUR PROOF OF PURCHASE OR SALES RECEIPT MUST ACCOMPANY ALL REQUESTS FOR WARRANTY COVERAGE.

THIS WARRANTY IS SUBJECT TO THE FOLLOWING LIMITATIONS

THIS WARRANTY DOES NOT COVER:

1. Any instrument that has been altered or modified in any way or upon which the serial number has been tampered with or altered.
2. Any instrument whose warranty card has been altered or upon which false information has been given.
3. Any instrument that has been damaged due to misuse, negligence, accident, or improper operation.
4. The subjective issue of tonal characteristics.
5. Shipping damages of any kind.
6. Any instrument that has been subjected to extremes of humidity or temperature.
7. Normal wear and tear (i.e., worn frets, worn machine heads, worn plating, string replacement, scratched pickguards, or damages to or discoloration of the instrument finish for any reason).
8. Any instrument that has been purchased from an unauthorized dealer, or upon which unauthorized repair or service has been performed.
9. Any factory installed electronics after a period of one (1) year following the original date of purchase.
10. Cracking, discoloration or damage of any sort to the finish or plating for any reason.
11. Gibson does not warranty the playability of a instrument, whose "action" is lower than the standard "action" as defined in the owners manual.

GIBSON MAKES NO OTHER EXPRESS WARRANTY OF ANY KIND WHATSOEVER. ALL IMPLIED WARRANTIES, INCLUDING WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, EXCEEDING THE SPECIFIC PROVISIONS OF THIS WARRANTY ARE HEREBY DISCLAIMED AND EXCLUDED FROM THIS WARRANTY. SOME STATES AND/OR COUNTRIES DO NOT ALLOW THE EXCLUSION OR LIMITATION OF IMPLIED WARRANTIES SO THAT THE ABOVE MAY NOT APPLY TO YOU.

GIBSON SHALL NOT BE LIABLE FOR ANY SPECIAL, INDIRECT CONSEQUENTIAL, INCIDENTAL OR OTHER SIMILAR DAMAGES SUFFERED BY THE PURCHASER OR ANY THIRD PARTY, INCLUDING, WITHOUT LIMITATION, DAMAGES FOR LOSS OF PROFITS OR BUSINESS OR DAMAGES RESULTING FROM USE OR PERFORMANCE OF THE INSTRUMENT, WHETHER IN CONTRACT OR IN TORT, EVEN IF GIBSON OR ITS AUTHORIZED REPRESENTATIVE HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, AND GIBSON SHALL NOT BE LIABLE FOR ANY EXPENSES, CLAIMS, OR SUITS ARISING OUT OF OR RELATING TO ANY OF THE FOREGOING.

HOW TO OBTAIN WARRANTY SERVICE

In the event of malfunction of your Gibson instrument, you should notify your nearest Authorized Gibson Dealer.

The Dealer or Owner must ship the instrument, freight and insurance prepaid, to the nearest Authorized Gibson Service Center. If there is no Authorized Gibson Service Center near you, contact or have your dealer contact Gibson for information and authorization to return the instrument to Gibson. No instrument may be returned to Gibson without such prior Return Authorization. Only Authorized Gibson Service Centers may perform warranty service and any service performed by unauthorized persons will void this warranty. Gibson disclaims liability for defects or damage caused by services performed by unauthorized persons or non-warranty service not performed by Gibson or an Authorized Gibson Service Center.

When contacting Gibson, you must include a complete written description of the malfunction of the instrument. If non-warranty work is required or recommended by Gibson, a quotation will be issued and must be approved by you before any non-warranty work is commenced. You should consider quotations obtained for non-warranty work immediately and advise the Authorized Gibson Service Center or Gibson of your wishes. You are not required to purchase non-warranty work in order to obtain service on materials covered by this warranty. Following its inspection of an instrument upon its arrival, Gibson or the Authorized Gibson Service Center will advise you or your dealer of the approximate date of completion. The repaired instrument or part will be returned to you or your dealer, freight collect insured.

No representative or other person is authorized to assume for Gibson any liability except as stated in this warranty. This warranty gives you specific rights which vary from state to state.

For further information: Warranty Dept.
Gibson Guitar Corp.
P.O. Box 100087
Nashville, TN 37210-0087
1-800-4GIBSON
www.gibson.com