

# RIDING HIGH DOWN SOUTH

After nearly a half-century, **Peavey Electronics** continues to serve dealers with innovation and quality

**S**ome 48 years after founding Peavey Electronics, Hartley Peavey is still trying to build a better mousetrap. “The last thing we want to come out with is a re-issue of our 1965 model,” said Peavey, the company’s CEO. “Instead of trying to recreate the glories of the past, we’re trying to set the course for the future.”

Over the years, the Meridian, Miss.-headquartered manufacturer has earned more than 180 patents worldwide. This year, as usual, there were a host of intriguing new products. Peavey received rave reviews for its AT-200 auto-tuning guitar, and players embraced the Power Slide, a lap steel guitar that can be played standing up.

In nominating the company for a Supplier Excellence award, retailers lauded Peavey for products like these, as well as for the helpful support of its staff. “Service, as well as intensity of products, repair network and innovation make Peavey great,” said one. Said another: “It’s the people — honest, friendly and service oriented.”

The company’s down-home flavor is a reflection of the CEO himself. Peavey points out that he answers his own phone calls and emails, and he takes pride in his company’s friendly work



environment. There are no “misters” at Peavey Electronics; everyone is on a first-name basis, he said. “We’re kind of an odd combination of doing business the old fashioned way, yet on

the cutting edge of technology. And amazingly, a lot of people consider Peavey a low-tech company, when nothing can be further from the truth. We have some of the most sophisticated

products out there. For instance, we introduced our Vypyr II VIP series modeling amplifiers last year at The NAMM Show. And our little low-end Vypyr got a ‘Best of Show’ from *Bass Gear* magazine.”

Bolstering its product range, Peavey maintains a full-time educational facility and a top-notch repair service center. “We’ll still repair amplifiers and have parts to repair amplifiers we made 40 years ago,” Peavey said.

In this industry, few people can claim as much experience as Peavey. He attended his first NAMM show in 1954 with his father and, except when he was in college and the military, he has attended every one since. Along the way, he feels he’s made a difference. He’s created hundreds of jobs in Mississippi while putting affordable, quality equipment in the hands of musicians and churches worldwide.

“I’ve always looked at business kind of like a rodeo,” he said. “The one who wins a rodeo is the one that can stay in the saddle the longest. And you know, I’ve been riding this buckin’ pony for about 48 1/2 years. In our end of the business, I don’t see anybody that’s been on the pony nearly as long as I have.” —JJ