



# Peavey® 6505® MH 20W Tube Guitar Amplifier

Operating  
Manual



[www.peavey.com](http://www.peavey.com)



## FCC/ICES Compliancy Statement

This device complies with Part 15 of the FCC rules and Industry Canada license-exempt RSS Standard(s). Operation is subject to the following two conditions: (1) this device may not cause harmful interference, and (2) this device must accept any interference received, that may cause undesired operation.

Le présent appareil est conforme aux CNR d'Industrie Canada applicables aux appareils radio exempts de licence. L'exploitation est autorisée aux deux conditions suivantes: (1) l'appareil ne doit pas produire de brouillage, et (2) l'utilisateur de l'appareil doit accepter tout brouillage radioélectrique subi, même si le brouillage est susceptible d'en compromettre le fonctionnement.

**Warning:** Changes or modifications to the equipment not approved by Peavey Electronics Corp. can void the user's authority to use the equipment.

**Note** – This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to Part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses, and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try and correct the interference by one or more of the following measures.

- Reorient or relocate the receiving antenna.
- Increase the separation between the equipment and receiver.
- Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.
- Consult the dealer or an experienced radio/TV technician for help.

## Caution

The equipment complies with FCC radiation exposure limits set forth for an uncontrolled environment.



Peavey Electronics Corporation • 5022 Hartley Peavey Drive • Meridian, MS • 39305  
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# Peavey® 6505® MH

Congratulations on the purchase of your new 6505 MH tube guitar amplifier from Peavey! Although small, this amp has an all-tube preamp and power amp to authentically produce the much loved tones of the iconic larger models on which it is based--albeit at lower power levels. The major advantage is the sheer (or lack of) size and weight.

Forging the sound of aggression for more than two decades, the Peavey 6505 series of amps produce the devastating overdriven tones that modern players demand. Peavey proudly introduces the 6505 MH, as a part of its 'micro-head' series. Although all are inherently versatile, each of the models feature very different preamp voicings and gain structures. We are confident that everyone from a country picker to a metal shredder will find at least one of these will work for them.

There are numerous features, several that are unique to Peavey, that are described in more detail in the main text.

In summary:-

All models have two channels that follow the same gain structure and voicing of the larger amps on which they are based, as well as a boost function that has been designed for the specific model. The channels share EQ, lush reverb and an effects loop. Channels, boost, effects loop and reverb are all footswitchable.

Other features on the rear panel include: Effects Loop, Microphone Simulated Direct Interface (MSDI™) with XLR output and USB out, speaker defeat switch and 3 position power attenuator switch.

The 6505 MH exhibits a tremendous amount of versatility in a small package; it features real tube tone, real tube power! It contains no simulations, emulations or approximations.

Before you begin playing through your amplifier, it is very important to ensure that the product has the proper AC line voltage supplied. This is shown on the voltage selector switch near the IEC inlet on the rear panel of the unit. Refer to the rear panel diagram in this manual to locate the particular feature next to its number.

Please read this guide carefully to ensure your personal safety as well as the safety of your amplifier. A careful reading of this manual will also ensure you get the best out of your amplifier, by fully understanding its many features.

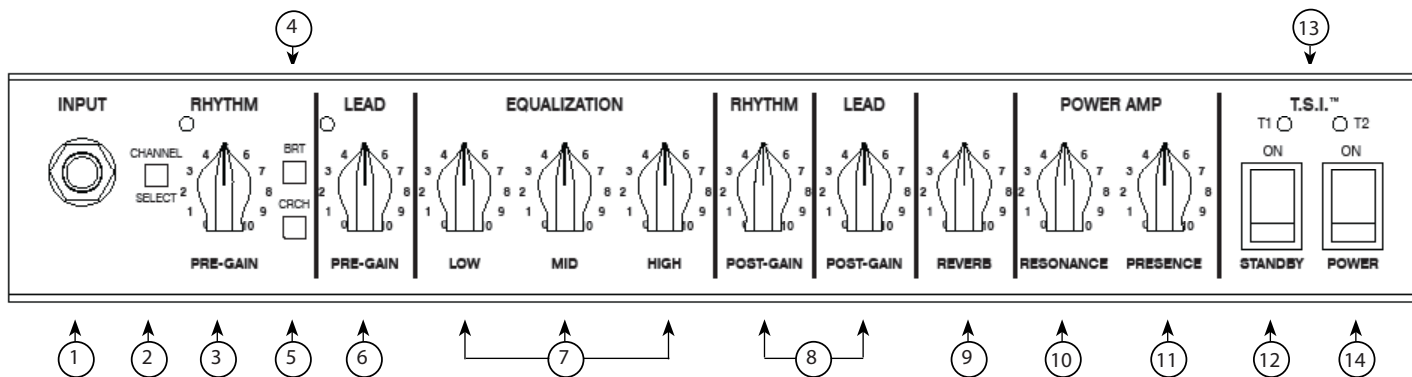
## FEATURES:

- 2x EL84 power tubes and 3x 12AX7/ECC83 preamp tubes
- Two footswitchable channels with three-band EQ
- Footswitchable gain boost on Rhythm channel
- Footswitchable reverb
- Footswitchable buffered effects Loop
- Tube Status Indication (T.S.I.) circuit
- Impedance switch for 16 or 8 ohm cabinets
- MSDI™ Output with XLR and ground lift switch
- USB Output
- Speaker defeat switch
- Headphone output
- Attenuator switch for 20 watts, 5 watts or 1 watt output power



**VENTILATION:** For proper ventilation, allow 24" clearance from the nearest combustibile surface.

All vents should have a minimum of 2" of free air space so air can flow thru the unit freely for proper cooling.



- 1 INPUT  
Standard 1/4" jack for connection to the output of your guitar or last pedal if using effects before the amp.
- 2 CHANNEL SWITCH  
Allows selection of the two different channels. The "IN" position of the switch selects the 'LEAD' channel and the "OUT" position selects the 'RHYTHM' channel.  
NOTE: Channel selection may also be achieved by using the included footswitch. If remote selection is desired, the CHANNEL switch (#2) must be set to the "IN" position.
- 3 RHYTHM CHANNEL PRE-GAIN  
Controls the volume and gain level of the RHYTHM channel.
- 4 BRT (Bright) switch  
Provides a boost to high frequencies on the RHYTHM CHANNEL ONLY. To activate, depress the switch to its "IN" position.
- 5 CRCH (Crunch) switch  
This is the 'boost' function which switches the RHYTHM channel from a fairly clean sound to a more "crunchy" overdriven sound. The "IN" position of the switch selects the 'crunch' sound and the "OUT" position selects the CLEANER SOUND.  
NOTE: The selection between these sounds may also be achieved by using the same footswitch as used for channel switching. IF REMOTE SELECTION IS DESIRED, the CRCH switch (#5) MUST be set to the "IN" position.
- 6 LEAD PRE-GAIN  
This controls the input volume level of the LEAD CHANNEL and, therefore, the amount of gain and overdrive.
- 7 LOW, MID & HIGH EQ controls  
These are passive tone controls that regulate the low (bass), mid and high (treble) frequencies of the tone of BOTH channels.
- 8 RHYTHM & LEAD POST-GAIN controls  
These control the output level of the RHYTHM and LEAD channels respectively. Only one will be in use at any one time, depending on which channel is selected. Used to set the volume as well as to balance the sound between the two channels. The RHYTHM POST-GAIN will control the output level of both the clean rhythm sound as well as the 'crunch' rhythm sound.
- 9 REVERB  
Determines the overall reverb level. Fully counterclockwise will be completely "dry" with no reverb, low settings will produce subtle reverb and high settings will produce lush ambience. This feature can also be controlled via the optional remote footswitch.

## 10 RESONANCE

This feature is used to fine-tune the low-frequency response and damping factor of the power amp section. At higher settings, the speakers are allowed to move more freely at low frequencies, resulting in more apparent low end response.

## 11 PRESENCE

This control is used to fine-tune the high-frequency response and damping factor of the power amp section. At higher settings, the speakers are allowed to move more freely at high frequencies, resulting in more apparent high end response.

## 12 OUTPUT TUBE STATUS INDICATION (T.S.I.™) LEDS

These are LEDs that light green or red depending on the status of the output tube they are monitoring. These are merely the visual part of the wider status indication, fault detection and tube protection circuits. The LEDs T1 and T2 relate to the EL84 power tubes from left to right (when viewed from the front).

The simple explanation of this circuit is that the LED will be green in normal working mode and red in any other mode, including: Standby, low bias, low current (tube wearing out) or high current fault condition that has activated in the tube protection circuit.



The more complete explanation is as follows:-

On Standby, the LEDs should be red. This is due to the tubes not yet being fully on.

When switching from STANDBY to ON, these should then turn from red to green.

The LEDs will remain green, under normal operating conditions.

If an LED goes red then it means that the output tube is not working properly for one of the following reasons:

- Tube is 'under current': This could be due to incorrect bias, low current due to aging, open circuit due to structural/physical fault or missing filament heater supply.
- Tube has gone 'over current': In this case the resettable protection circuit will be switched in to protect against further damage and to allow the amplifier to carry on working with the remaining tube. This could be due to bias failure, over-heating of the tube or other fault condition resulting in excessive current draw.



Reset: Under certain conditions (e. g. during an adequate pause in playing), the protection circuit will auto-reset and allow the tube to be turned back on. If the fault remains then the LED will stay red. In these situations, at a convenient point, the amp should be turned off for a few minutes then back on again. If the fault is still there, then the amp should be checked by a qualified and competent technician for correct output tube bias or faulty tube(s).

## 13 STANDBY switch

Placing this switch in the "STANDBY" position will effectively shut the amp off while leaving the tube filaments on. Leave this switch in the "STANDBY" position for a minimum of one (1) minute after engaging the POWER switch (#14). This is also a useful feature, since much tube wear comes from the heating and cooling of the tube itself. Leaving the unit in "STANDBY" when you take a break allows the tubes to stay warm while you are not playing. To immediately resume normal amp operation with no warm-up delay, place the switch in the "ON" position. NOTE: This switch does not replace the POWER switch (#14). When you are ready to stop playing for an extended period of time\*, it is better to turn the amp off via the POWER switch (#14). To prevent any undesirable noise, it is recommended to switch the amp to "STANDBY" for at least a few seconds before switching fully off.



\* Excessive time off (more than one hour) in "STANDBY MODE" can damage OUTPUT TUBE by "poisoning the cathodes".



\* For an informative description of the STANDBY function, please read the Chapter 6 (Standby...For the Truth) of Hartley Peavey's White Papers included on this disc.

14 POWER switch

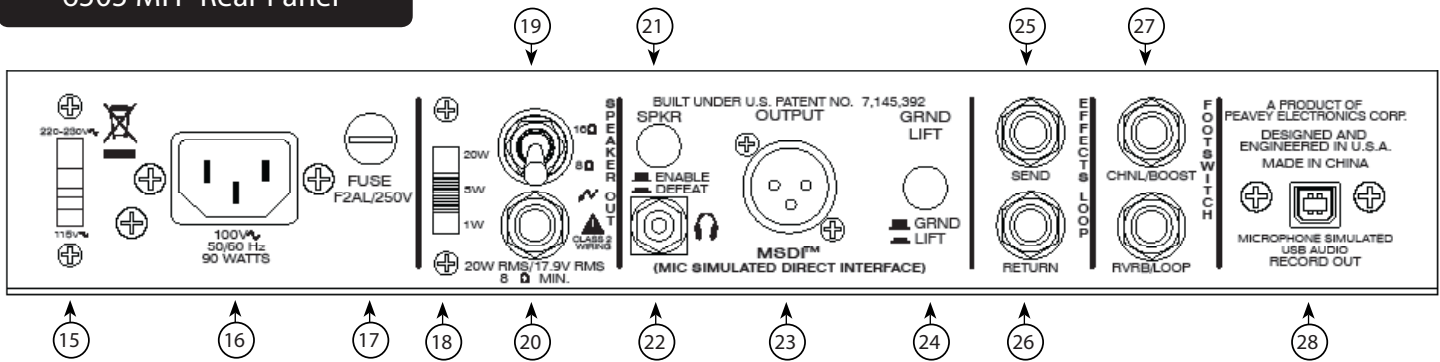
To apply power to the unit, connect the line cord and flip the switch to the ON position. Three of the four front panel LED's should illuminate, indicating power is being supplied. It's best that the STANDBY switch (#13) is set to STANDBY when amp is first switched on.

The correct start up sequence is:-

- \*Before use, both switches should be in the 'down' position.
- \*Switch POWER to ON. Now wait at least 1 minute for the amplifier to warm up.
- \*Then switch the STANDBY to ON. Use amp as normal.
- \*Switch to STANDBY for short breaks. (Between sets, not between songs!)
- \*When through playing, switch to STANDBY, wait at least a few seconds, then switch POWER to OFF.



## 6505 MH<sup>®</sup> Rear Panel



### 15 VOLTAGE SELECTOR SWITCH



This selects between two different AC line/mains voltages. This should not normally be adjusted by the user, hence the clear plastic shield. This should already be set to the correct line/mains voltage in your country/territory.

### 16 AC POWER INLET:



This is the receptacle for an IEC line cord, which provides AC power to the unit. Connect the line cord to this connector to provide power to the unit. Damage to the equipment may result if improper line voltage is used. (See VOLTAGE SELECTOR SWITCH #15).



Never break off the ground pin on any equipment. It is provided for your safety. If the outlet used does not have a ground pin, a suitable grounding adapter should be used and the third wire should be grounded properly. To prevent the risk of shock or fire hazard, always make sure that the amplifier and all associated equipment is properly grounded.

#### Note for UK ONLY



As the colors of the wires in the mains lead of this apparatus may not correspond with the colored markings identifying the terminals in your plug, proceed as follows: (1) The wire that is colored green and yellow must be connected to the terminal that is marked by the letter E, or by the Earth symbol, or colored green or green and yellow. (2) The wire that is colored blue must be connected to the terminal that is marked with the letter N, or the color black. (3) The wire that is colored brown must be connected to the terminal that is marked with the letter L, or the color red.

To avoid the risk of electrical shock, do not place fingers or any other objects into empty tube sockets while power is being supplied to unit.

### 17 FUSE



The fuse is located within the cap of the fuseholder. If the fuse should fail, IT MUST BE REPLACED WITH THE SAME TYPE AND VALUE IN ORDER TO AVOID DAMAGE TO THE EQUIPMENT AND TO PREVENT VOIDING THE WARRANTY. If the amp repeatedly blows fuses, it should be taken to a qualified service center for repair.

WARNING: THE FUSE SHOULD ONLY BE REPLACED WHEN THE POWER CORD HAS BEEN DISCONNECTED FROM ITS POWER SOURCE.

### 18 POWER OUTPUT SWITCH

This three position switch controls an attenuator which allows the maximum output of the amplifier to be switched between 100%, 25% and 5% of rated power. Therefore, between 20 watts, 5 watts and 1 watt. This enables the user to drive the power stage hard, therefore producing the characteristic power amp overdrive, but without such loud volumes being produced by the speaker.

On the lower settings it may be necessary to slightly increase the Resonance and Presence controls for the desired tone. This is due to the change in damping factor when the speaker is driven less.

### 19 IMPEDANCE SELECTOR

This switch allows the appropriate selection of speaker/cabinet impedance between either 16Ω or 8Ω. If two enclosures of equal impedance are used, and connected in parallel by linking the two, the switch should be set to half the individual value. For example, two 16Ω enclosures necessitate an 8Ω setting. Minimum speaker load impedance is 8Ω.

### 20 SPEAKER OUTPUT

The speaker output is provided for connection to an external speaker cabinet. Please ensure a proper speaker cable is used and not a shielded type instrument cable.

The load impedance is selectable via the IMPEDANCE SELECTOR (#19).

The 6505MH sounds great into a 1x12, but try this into a 4x12 and see the reaction you get!

### 21 SPEAKER ENABLE/DEFEAT SWITCH

This feature effectively disconnects any speaker/cabinet connected to the SPEAKER OUTPUT (#20) and redirects the output to an internal dummy load. This enables the user to monitor their playing using the signal from either the MSDI™ output, USB output or headphone output, without producing any real volume. Therefore, they can play or record at much lower volume levels.

Always use this feature if the amp is used without a cabinet connected to the SPEAKER OUTPUT (#20).

### 22 HEADPHONE OUTPUT

This is for connection to normal headphones/earphones via a stereo mini-jack.

The user can set the amp to the SPEAKER DEFEAT setting and practice silently with headphones. The signal is derived from the MSDI™ circuit (see below), therefore is filtered for a 12" guitar speaker-like tone.

### 23 MIC SIMULATED DIRECT INTERFACE - MSDI™

Peavey's exclusive MSDI™ simulates the sound of a microphone placed approximately 8" from a 12" loudspeaker cone, allowing the user to send an accurate good quality signal to the mixing console, without any acoustic spill from other instruments on stage. This is a non-powered output and safe for use with any mixing console. It is also particularly useful for home recording.

### 24 GROUND LIFT

Engage this switch if the mix engineer is hearing a hum in the MSDI™ output. This should eliminate the hum by removing the ground loop. Otherwise, leave in the 'out' setting, 'GRND'.

### 25 EFFECTS LOOP SEND

This 1/4" output jack supplies signal to external low-level effects or signal processing equipment. Although the actual effects loop is footswitchable, the SEND output is always active which can make it useful for sending the preamp signal to another amplifier.





26 EFFECTS LOOP RETURN

1/4" input jack for returning signals from external low-level effects or signal processing equipment. This is a switching jack: Inserting a plug into this jack will break the signal path from the EFFECTS SEND (#25) jack. If the effects loop is used, then it will automatically be on. However, a footswitch can also be used to bypass the effects loop-- see below.

27 FOOTSWITCH JACKS

Provided for the connection of the footswitches using TRS (Tip, Ring, Sleeve) jack plugs.

Top jack (CHNL/BOOST):-

'Ring' (Left on a Peavey footswitch): Selects between the preamp channels.

'Tip' (Right on a Peavey footswitch): Selects the 'CRCH' (crunch) boost on the RHYTHM channel.

Bottom jack (RVRB/LOOP):-

'Ring' (Left on a Peavey footswitch): Turns the effects loop on or off.

'Tip' (Right on a Peavey footswitch): Turns the reverb on or off.

Peavey footswitches are available with and without LEDs to indicate current settings. Please refer to [www.peavey.com](http://www.peavey.com) or customer services for more information and product codes.

To switch the channels and boost function using the footswitch, the relevant front panel switches need to be set to their "IN" position.

When using a footswitch, always insert the plug fully (second click) into the FOOTSWITCH jacks to ensure proper operation.

28 MICROPHONE SIMULATED USB AUDIO RECORD OUTPUT

The USB Record Output requires no additional drivers – just plug a standard USB 2.0 cable into your computer and it will detect it as an audio device. Open your favorite recording program and start recording. The output is derived from the MSDI™ so will sound great right into your computer.

This can be used in any setting of the POWER OUTPUT (#18) or SPEAKER DEFEAT (#21) switches and there should be little comparative differences in USB audio level. Therefore a good strong signal can still be recorded while the amp is set to 5% power or even silent.

The actual level of the signal from the USB out will be dependent on the settings of the controls. However each unit has been calibrated so that a very wide range of sounds and levels will all fit within the USB headroom. Like with any recording, especially digital, the actual recording levels should be set so as to prevent any unwanted distortion.

\* Power tubes

Warning!!! If the power tubes (EL84) are changed, then the amplifier should be re-biased. We have designed them so this is a fairly quick and easy procedure, but this should be carried out by a qualified and competent technician/engineer. This is not only due to safety, but also to ensure the user gets the best sound and longevity from their new tubes. Incorrectly biased power tubes can either sound dirty and lifeless or burn out unnecessarily quickly.



# 6505 MH<sup>®</sup>

## All-Tube Guitar Amplifier SPECIFICATIONS

**Rated Power:** 20 W(rms) into 8 or 16 $\Omega$

**Power Consumption:** (Domestic) 90 W, 50/60 Hz, 120 VAC

**Tube Complement:** 2 x EL84, 3 x 12AX7/ECC83

**Dimensions (H x W x D):** 7.25" x 14.00" x 7.75" / 185mm x 356mm x 197mm (height includes feet and handle)

**Weight:** 17 lbs / 8kg

### Preamp Specifications

**Preamp Input:**

**Impedance:** Very High-Z, 1M $\Omega$

**Effects Send:**

**Low Impedance:** To High-Z, 22k $\Omega$  or greater

**Nominal Output Level:** 0 dBV, 1.0 V(rms)

**Effects Return:**

**Impedance:** High-Z, 100k $\Omega$

**Designed Input Level:** 0 dBV, 1.0 V(rms)

**Equalization:**

Custom Low, Mid, & High passive EQ

**Remote Footswitch(s):** (included)

Special 2-button unit with LED indicators (#00579720)

One footswitch for channel selection and boost functions.

A second footswitch can be used for switching reverb and effects loop on and off.

### Other Misc Specifications

**Signal to Noise Ratio:**

Better than 74dB on all models (compared to full power and dependent on preamp settings)

**MSDI Output:**

**Low Impedance:** 600 $\Omega$  - Quasi-Balanced

**Output Level:** Dependent on controls but -12dBu (+/-3dBu) at full power on all models

**USB Output:**

**Output Level:** Dependent on controls but -6dB (+/-3dB) at full power on all models

**Power attenuator:**

Three setting switch for 100%, 25% and 5% of rated power. (20W, 5W and 1W respectively.)

**Headphone Output:**

Stereo mini-jack with filtered output for driving stereo headphones, 16 $\Omega$  - 50 $\Omega$  impedance per channel.

**\*Features and specifications subject to change without notice.**

# PEAVEY ELECTRONICS CORPORATION LIMITED WARRANTY

Effective Date: 11/01/2011

## What This Warranty Covers

Your Peavey Warranty covers defects in material and workmanship in Peavey products purchased and serviced in the U.S.A. and Canada.

## What This Warranty Does Not Cover

The Warranty does not cover: (1) damage caused by accident, misuse, abuse, improper installation or operation, rental, product modification or neglect; (2) damage occurring during shipment; (3) damage caused by repair or service performed by persons not authorized by Peavey; (4) products on which the serial number has been altered, defaced or removed; (5) products not purchased from an Authorized Peavey Dealer.

## Who This Warranty Protects

This Warranty protects only the original purchaser of the product.

## How Long This Warranty Lasts

The Warranty begins on the date of purchase by the original retail purchaser. The duration of the Warranty is as follows:

Product Category	Duration
Guitars/Basses, Amplifiers, Preamplifiers, Mixers, Electronic Crossovers and Equalizers	2 years *(+ 3 years)
Drums	2 years *(+ 1 year)
Enclosures	3 years *(+ 2 years)
Digital Effect Devices and Keyboards and MIDI Controllers	1 years *(+ 1 year)
Microphones	2 years
Speaker Components (incl. Speakers, Baskets, Drivers, Diaphragm Replacement Kits and Passive Crossovers)	1 year
Tubes and Meters	90 Days
Cables	Limited Lifetime
AmpKit Link, Xport, Rockmaster Series, Strum'n Fun, RetroFire, GT & BT Series Amps	1 year
Marvel Jr. Guitar	90 Days

*[\* Denotes additional Warranty period applicable if optional Warranty Registration Card is completed and returned to Peavey by original retail purchaser within 90 days of purchase.]*

## What Peavey Will Do

We will repair or replace (at Peavey's discretion) products covered by Warranty at no charge for labor or materials. If the product or component must be shipped to Peavey for Warranty service, the consumer must pay initial shipping charges. If the repairs are covered by Warranty, Peavey will pay the return shipping charges.

## How To Get Warranty Service

(1) Take the defective item and your sales receipt or other proof of date of purchase to your Authorized Peavey Dealer or Authorized Peavey Service Center.

OR

(2) Ship the defective item, prepaid, to Peavey Electronics Corporation, International Service Center, 412 Highway 11 & 80 East, Meridian, MS 39301. Include a detailed description of the problem, together with a copy of your sales receipt or other proof of date of purchase as evidence of Warranty coverage. Also provide a complete return address.

## Limitation of Implied Warranties

ANY IMPLIED WARRANTIES, INCLUDING WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, ARE LIMITED IN DURATION TO THE LENGTH OF THIS WARRANTY.

Some states do not allow limitations on how long an implied Warranty lasts, so the above limitation may not apply to you.

## Exclusions of Damages

PEAVEY'S LIABILITY FOR ANY DEFECTIVE PRODUCT IS LIMITED TO THE REPAIR OR REPLACEMENT OF THE PRODUCT, AT PEAVEY'S OPTION. IF WE ELECT TO REPLACE THE PRODUCT, THE REPLACEMENT MAY BE A RECONDITIONED UNIT. PEAVEY SHALL NOT BE LIABLE FOR DAMAGES BASED ON INCONVENIENCE, LOSS OF USE, LOST PROFITS, LOST SAVINGS, DAMAGE TO ANY OTHER EQUIPMENT OR OTHER ITEMS AT THE SITE OF USE, OR ANY OTHER DAMAGES WHETHER INCIDENTAL, CONSEQUENTIAL OR OTHERWISE, EVEN IF PEAVEY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

Some states do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation may not apply to you.

This Warranty gives you specific legal rights, and you may also have other rights which vary from state to state.

If you have any questions about this Warranty or services received or if you need assistance in locating an Authorized Service Center, please contact the Peavey International Service Center at (601) 483-5365.

*Features and specifications are subject to change without notice.*



Logo referenced in Directive 2002/96/EC Annex IV (OJ(L)37/38, 13.02.03 and defined in EN 50419: 2005)  
The bar is the symbol for marking of new waste and is applied only to equipment manufactured after 13 August 2005

# Optional Product Extended Warranty Registration

Give us some information and put your extended warranty into effect!

Please take a few minutes to fill out this information/survey sheet to help us get to know and serve you better.  
To save time, submit your warranty registration online at [www.peavey.com/support/warrantyregistration](http://www.peavey.com/support/warrantyregistration)

**1.**

First Name \_\_\_\_\_ Initial \_\_\_\_\_ Last Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Postal Code \_\_\_\_\_

( ) \_\_\_\_\_  
Telephone Number \_\_\_\_\_ E-mail Address \_\_\_\_\_

( ) \_\_\_\_\_  
Fax Number \_\_\_\_\_ Date of birth \_\_\_\_\_

Gender  M  F

**2.**

Model \_\_\_\_\_ Serial # \_\_\_\_\_

Date of Purchase \_\_\_\_\_ Price Paid \_\_\_\_\_

**3.**

Name of store where purchased \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**4.** Top two (2) reasons why you purchased from this store/dealer:

- |   |  |
|---|--|
| <input type="checkbox"/> Availability of product          | <input type="checkbox"/> Past favorable experience |
| <input type="checkbox"/> Friend/Relative's recommendation | <input type="checkbox"/> Best price                |
| <input type="checkbox"/> Store credit card                | <input type="checkbox"/> Advertised special        |
| <input type="checkbox"/> Knowledgeable staff              | <input type="checkbox"/> Convenient location       |
| <input type="checkbox"/> Availability of lessons          | <input type="checkbox"/> Received as a gift        |
| <input type="checkbox"/> Technical instruction            | <input type="checkbox"/> Other _____               |

**5.** Where do you most often shop for music and sound products?

- |   |   |
|---|---|
| <input type="checkbox"/> Independent retailer | <input type="checkbox"/> Newspaper ads      |
| <input type="checkbox"/> Mass market retailer | <input type="checkbox"/> Internet/Web sites |
| <input type="checkbox"/> Mail order magazines | <input type="checkbox"/> Other _____        |

**6.** What two (2) factors most influenced your purchase of this product?

- |  |   |
|--|---|
| <input type="checkbox"/> Peavey brand name   | <input type="checkbox"/> Product appearance           |
| <input type="checkbox"/> Craftsmanship       | <input type="checkbox"/> Durability                   |
| <input type="checkbox"/> Features for price  | <input type="checkbox"/> Prior experience with Peavey |
| <input type="checkbox"/> Bundled accessories | <input type="checkbox"/> Packaging                    |
| <input type="checkbox"/> Sound quality       | <input type="checkbox"/> Other _____                  |

**7.** How did you learn about this Peavey product? (select best answer)

- |   |   |
|---|---|
| <input type="checkbox"/> Magazine review                  | <input type="checkbox"/> Teacher's recommendation |
| <input type="checkbox"/> Newspaper review                 | <input type="checkbox"/> Catalog or flyer         |
| <input type="checkbox"/> Radio advertisement              | <input type="checkbox"/> Saw in store             |
| <input type="checkbox"/> Advertised special               | <input type="checkbox"/> Use by professional      |
| <input type="checkbox"/> Friend/Relative's recommendation | <input type="checkbox"/> Other _____              |
| <input type="checkbox"/> Salesperson's recommendation     |   |

**8.** Which other brands/models did you consider?

**9.** How would you describe your level of musicianship/technical expertise?

- Beginner - Never played or taken less than one (1) year of lessons  
 Intermediate - One (1) to five (5) years of lessons or playing  
 Advanced - More than five (5) years of lessons or playing; play professionally

**10.** Education: (select best answer)

- High school  
 Some college  
 Completed college  
 Graduate school

**11.** Which best describe your family income? (select best answer)

- |  |  |
|--|--|
| <input type="checkbox"/> Under \$15,000      | <input type="checkbox"/> \$75,000 - \$99,999   |
| <input type="checkbox"/> \$15,000 - \$24,999 | <input type="checkbox"/> \$100,000 - \$149,999 |
| <input type="checkbox"/> \$25,000 - \$34,999 | <input type="checkbox"/> Over - \$150,000      |
| <input type="checkbox"/> \$35,000 - \$49,999 |  |
| <input type="checkbox"/> \$50,000 - \$74,999 |  |

**12.** Which of the following is your primary source of information on musical products: (select best answer)

- |                                     |   |
|-------------------------------------|---|
| <input type="checkbox"/> Television | <input type="checkbox"/> Mail order catalogs          |
| <input type="checkbox"/> Radio      | <input type="checkbox"/> Direct mail                  |
| <input type="checkbox"/> Internet   | <input type="checkbox"/> Literature from manufacturer |
| <input type="checkbox"/> Newspaper  | <input type="checkbox"/> Other _____                  |
| <input type="checkbox"/> Magazines  |   |

**13.** What is your main motivation for buying new equipment?

- |  |  |
|--|--|
| <input type="checkbox"/> Replacing old product               | <input type="checkbox"/> Impulse                       |
| <input type="checkbox"/> Want new and leading edge equipment | <input type="checkbox"/> Need for improved performance |
| <input type="checkbox"/> Fulfill a specific need             | <input type="checkbox"/> New technology                |
| <input type="checkbox"/> Supplement existing products        | <input type="checkbox"/> Availability of product       |
| <input type="checkbox"/> Value                               | <input type="checkbox"/> Other _____                   |

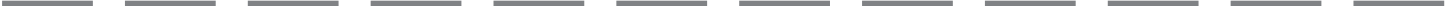
**14.** Please list your three most frequently visited Web sites.

1. http:// \_\_\_\_\_  
 2. http:// \_\_\_\_\_  
 3. http:// \_\_\_\_\_

**15.** In your opinion, what could Peavey do to improve its products and/or service? Please use the space below to tell us your answer.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_





**Peavey Electronics Corporation**  
Attn: Warranty Department  
5022 Hartley Peavey Drive  
Meridian, Ms 39305



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