



Press Release

For Immediate Release

BOSS Announces 2025 Lifetime Achievement Award

BOSS Lifetime Achievement Award Honors Steve Stevens for His Contribution to Innovative Guitar Performance and Songwriting

Los Angeles, CA, January 21, 2025 — (NAMM, Room 202, Level 2) [BOSS](#) announces trailblazing guitarist **Steve Stevens** as the BOSS 2025 Lifetime Achievement Award honoree. The [Roland](#) and BOSS Lifetime Achievement Awards recognize individuals for their invaluable contributions to the music industry while using BOSS gear throughout their careers. BOSS will celebrate Stevens' accolade during The NAMM Show 2025 in Anaheim, CA, on Thursday, January 23, at 11:00 A.M, from The Roland Studio, room 202.

Revered for his unique blend of rock swagger with sci-fi guitar pyrotechnics, Stevens is best known for his longstanding partnership with the iconic Billy Idol with whom he co-wrote chart-toppers like "Eyes Without a Face" and "Rebel Yell." In addition to his role alongside Idol, Stevens has played with Michael Jackson, Ric Ocasek, Robert Palmer, and others. As a solo artist, he's experimented with numerous genres across releases like *Atomic Playboys*, *Flamenco a Go-Go*, and *Memory Crash*.

The guitarist also contributed his distinctive playing to the film world on "Top Gun Anthem," a Harold Faltermeyer track that won a Grammy in 1987 for Best Pop Instrumental Performance. Throughout his career, Stevens has utilized BOSS gear in the studio and live, including on "Top Gun Anthem." Steven's pioneering guitar synth work is another cornerstone of his sound which continues to evolve—from '80s classics right up through Billy Idol's 2022 EP, *The Cage*.

As a recipient of the BOSS Lifetime Achievement Award, Steve Stevens joined prior inductees Jeff "Skunk" Baxter, Andy Summers, Steve Vai, Danny Kortchmar, Yngwie Malmsteen, and Johnny Marr.

"As far back as I can remember, BOSS was there as some of my first guitar effects pedals—from saving paper route money for an OD-1 OverDrive to having a complete BOSS pedalboard for the recording of the Billy Idol *Rebel Yell* album," Stevens said. "Where would songs like 'Eyes Without a Face' and 'Flesh for Fantasy' be without the CS-1 Compression Sustainer and CE-2 Chorus on my guitar tracks? BOSS continues to be forward-thinking and innovative. It's an absolute honor to be recognized by BOSS for my contributions in music."

The connection between BOSS and the artist community has always been strong and vital. In 2016, to document its history while simultaneously honoring its artists, BOSS introduced the

annual Lifetime Achievement Award. Since then, the growth of the awards has continued to mirror the company's evolution.

NAMM All Access from the Roland Studio

Roland will bring together its renowned brands—Roland, BOSS, Drum Workshop (DW), PDP, and Latin Percussion (LP)—in a Roland-exclusive NAMM All Access from the Roland Studio showcase, located on the second floor of the Anaheim Convention Center during The NAMM Show 2025. In addition to in-person brand and product experiences, NAMM All Access from the Roland Studio will provide a curated stream of digital content, allowing music fans worldwide to get a behind-the-scenes look at the NAMM experience, directly from Roland. Sign up here for the latest NAMM All Access from the Roland Studio details:

https://www.roland.com/us/news_events/global_events/namm_2025/.

Learn more about [Steve Stevens](#).

Explore the history of the [Roland and BOSS Lifetime Achievement Awards](#).

About BOSS Corporation

BOSS, a division of Roland Corporation, has achieved legendary status among guitarists, bassists, and vocalists with a diverse, world-leading product lineup of creative tools with exceptional sound, intuitive control, and rugged durability. Since 1977, BOSS's famous compact pedals have been used daily by everyone from beginners to touring professionals, with over 140 unique models introduced and over 18 million units sold to date. BOSS also leads the way with innovative gear in numerous other categories, from amplifiers, multi-effects processors, and loopers to wireless systems, vocal effects, tuners, metronomes, rhythm machines, recorders, and more. For more information, visit www.boss.info. Follow BOSS on [Facebook](#), Twitter ([@BOSSInfoGlobal](#)), and Instagram ([@BOSSInfoGlobal](#)).

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