



Press Release

For Immediate Release

Roland to Honor Gary Numan and Jim Keltner with Lifetime Achievement Awards

Awards Recognize Individuals for Invaluable Contributions to the Music Industry

Los Angeles, CA, January, 21, 2025—(NAMM, Room 202, Level 2) Roland announces it will honor pioneering artists **Gary Numan** and **Jim Keltner** with retrospective 2022 Roland Lifetime Achievement Awards during The NAMM Show from The Roland Studio, room 202, on Thursday, January 23, in Anaheim, CA. Roland Lifetime Achievement Awards recognize individuals for their invaluable contributions to the music industry while using Roland gear throughout their careers.

Gary Numan is regarded as one of the foremost trailblazers in electronic music. The UK-born artist combined synthesizers and a glam sci-fi image into a gleaming package that was wholly new, resulting in classic songs like “Cars” and “Down in the Park.” His innovative sound and striking aesthetic, first as the leader of Tubeway Army and later as a successful solo artist, influenced generations of musicians from new wave to nu-metal and beyond. Numan's famous fans include Tears for Fears, Afrika Bambaataa, and Damon Albarn.

The enigmatic artist has sold over ten million records while cultivating a devoted fanbase who call themselves Numanoids. A slew of rock acts, including Nine Inch Nails, Foo Fighters, and Fear Factory, have covered Numan's material, while festival favorites Basement Jaxx and Armand Van Helden have integrated his futuristic vibe into their recordings via samples. Numan continues to blaze a self-styled trail, appearing at the Cruel New World fest and touring behind the 45th anniversaries of his iconic releases *Replicas* and *The Pleasure Principle*.

Legendary drummer **Jim Keltner** broke into the Los Angeles music scene during the heady days of the mid-'60s and went on to become one of the world's most respected session musicians. In addition to performing on songs by Bob Dylan, Roy Orbison, and Carly Simon, Keltner has the distinction of playing on recordings by three of the four Beatles. As a live player, he has shared stages with Simon & Garfunkel, Neil Young, Willie Nelson, and many others.

While he is often noted for his contributions to '70s classics like “Josie” by Steely Dan and Randy Newman's “Short People,” Keltner remains wildly active in the recording world. Recent years have seen him collaborating with artists like She & Him, Jenny Lewis, and Conner Oberst

for whom he produced *Salutations* in 2017. Underlining his place in pop music history, Keltner is the drummer on both Traveling Wilbury's albums under the tongue-in-cheek stage name "Buster Sidebury."

Numan and Keltner joined prior inductees Jimmy Jam and Terry Lewis, Thomas Dolby, Jean-Michel Jarre, DJ Pierre, Omar Hakim, and Nick Rhodes. The connection between Roland and the artist community has always been strong and vital. In 2016, to document its history while simultaneously honoring its artists, Roland 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 [Gary Numan](#) and [Jim Keltner](#)
Explore the history of the [Roland Lifetime Achievement Awards](#).

About Roland Corporation

For more than 50 years, Roland's innovative electronic musical instruments and multimedia products have fueled inspiration in artists and creators around the world. Embraced by hobbyists and professionals alike, the company's trendsetting gear spans multiple categories, from pianos, synthesizers, guitar products, drum and percussion products, DJ controllers, audio/video solutions, gaming mixers, livestreaming products, and more. As technology evolves, Roland and its expanding family of brands, including BOSS, V-MODA, Drum Workshop (DW), PDP, Latin Percussion (LP), and Slingerland, continue to lead the way for music makers and creators, providing modern solutions and seamless creative workflows between hardware products, computers, and mobile devices. For more information, visit [Roland.com](https://www.roland.com) or see your local Roland dealer. Follow Roland on [Facebook](#), Twitter ([@RolandGlobal](#)), and Instagram ([@RolandGlobal](#)).

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