



FOR IMMEDIATE RELEASE

Guitar Center Inducts Billy Idol and Steve Stevens into the Hollywood Rockwalk

Iconic rock duo honored for songs that defined an era, a partnership four decades strong, and a legacy still heard in Guitar Center stores worldwide

Westlake Village, CA, June 15, 2026 — Guitar Center today named rock legends Billy Idol and Steve Stevens as the next inductees into the Hollywood Rockwalk, the landmark Sunset Boulevard tribute honoring artists and industry pioneers who left a lasting mark on music history. Owned and operated by Guitar Center since 1985, Rockwalk has become one of the music industry's most recognizable public tributes to legendary artists and cultural innovators.

"Billy Idol and Steve Stevens didn't just write hits - they built a partnership where a punk frontman and a virtuoso guitarist made each other sharper. The 'Rebel Yell' intro alone has inspired generations of guitar players. Walk into any Guitar Center on a Saturday, and you'll still hear someone chasing that tone. That's the definition of Rockwalk-worthy," said Gabe Dalporto, CEO of Guitar Center.

From "Rebel Yell" and 'White Wedding' to "Eyes Without a Face" and "Flesh for Fantasy," Billy Idol and Steve Stevens created some of the most recognizable rock songs of the 1980s. Idol's unmistakable voice, rebellious image and hook-driven songwriting combined with Stevens' virtuosic guitar playing and cinematic, genre-blending sound redefined what rock music could look and sound like on a global stage. The duo continues to tour together worldwide, and their catalog remains a reference point for generations of players.

"Steve and I have spent so much of our lives around music shops, trying new things while working hard to perfect our sound, with Guitar Center right at the center of it all," said Billy Idol. "Being inducted into the Rockwalk together feels like a real full circle moment after all these years of making music side-by-side."

"It's absolutely awesome that Billy Idol and I will be inducted into the Guitar Center Rockwalk," said Steve Stevens. "We join some of the greatest musicians ever in this honor. I hope some young guitarist looks down at our impressions and marches inside to buy his first guitar, just as I did. This building is filled with dreams and possibilities. All you need is desire and passion."

Rockwalk has celebrated some of the most recognized names in rock, blues, soul and popular music through signature and handprint ceremonies outside Guitar Center Hollywood. More than 150 artists and innovators have been inducted, including Eric Clapton, John Lennon, Stevie Wonder, Aerosmith, Janis Joplin, Jimi Hendrix, Alanis Morissette, Black Sabbath, The Ramones, Elvis Presley and Johnny Cash.



Located at the entrance of Guitar Center's flagship Hollywood store on Sunset Boulevard, Rockwalk is a permanent public destination where fans and musicians connect with music history year-round. The induction ceremony will be held on-site.

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About Billy Idol:

For almost 50 years, Billy Idol has been one of the definitive faces and voices of rock 'n' roll. Between 1977 and 1981, Idol released three albums with Generation X as their camera-ready frontman. In 1982, with guitarist Steve Stevens at his side, he embarked on a transatlantic/trans-genre solo career that integrated the bold and simple lines of punk and rock 'n' roll decadence on songs like "Dancing With Myself," "White Wedding," "Rebel Yell," "Eyes Without A Face," "Cradle of Love" and more. Touring consistently around the world and showing no signs of slowing down, Idol released *Dream Into It* on Dark Horse Records in 2025, earning praise from fans and critics alike. Most recently Idol released *Billy Idol Should Be Dead*, the critically acclaimed definitive documentary about his life and career, and is a member of the Rock & Roll Hall of Fame's incoming Class of 2026.

About Steve Stevens:

For more than four decades, Steve Stevens has been one of rock music's most innovative and recognizable guitarists, known for his groundbreaking playing style and longtime creative partnership with Billy Idol. Since first teaming up in the early 1980s, Stevens has co-written and performed on some of rock's most iconic songs, including "Rebel Yell," "Eyes Without A Face," "Flesh for Fantasy" and "White Wedding." Beyond his work with Idol, Stevens earned a Grammy® Award for his performance on the "Top Gun Anthem" and contributed his signature sound to Michael Jackson's "Dirty Diana" and records by artists including Robert Palmer, Joni Mitchell and Vince Neil. A sought-after collaborator, songwriter and performer, Stevens has also released acclaimed solo projects and performed on numerous major film soundtracks throughout his career. In 2025, Stevens and Idol collaborated on *Dream Into It*, their first full-length album of new material in nearly a decade, continuing a legendary creative partnership that remains as influential and relevant today as ever.

About Guitar Center:

Guitar Center is the leading retailer of musical instruments, lessons, repairs and rentals in the U.S. With more than 300 stores nationwide and one of the top direct sales websites in the industry, Guitar Center has helped people make music for more than 60 years. Guitar Center provides a range of musician-based services, including Guitar Center Lessons for players of all ages and skill levels, GC Repairs, an on-site maintenance and repair service, and GC Rentals, offering easy access to instruments and gear. Guitar Center's family of brands includes Music & Arts, which operates more than 250 stores specializing in band and orchestral instruments for sale and rental, serving teachers, band directors, college professors, parents and students, and Musician's Friend, a leading direct marketer of musical instruments in the United States. Guitar Center Business Solutions is the company's commercial division, delivering professional audio,



video, lighting and integrated technology solutions for businesses, institutions and creators nationwide through a portfolio of brands including AVDG (Audio Visual Design Group), GC Pro and Custom House at Guitar Center. The Guitar Center Music Foundation is a national nonprofit that expands access to music through instrument donations and support for communities in need.

Press Contact:

media@guitarcenter.com