



TESLA

6TH STUDIO ALBUM 'REAL TO REEL' RELEASED 2ND JULY / SHEPHERDS BUSH EMPIRE GIG JUNE 28TH

Bluesy, no-frills huge US hard rock band TESLA, who have sold over 16 million albums worldwide since bursting on to the scene in 1986, pay homage to their musical heroes on their sixth studio album 'Reel To Reel', due out on July 2nd on their own independent label, Tesla Electric Company Recordings, in partnership with Rykodisc International.

TESLA - Jeff Keith (vocals), Frank Hannon (guitars), Brian Wheat (bass), Troy Luccketta (drums) and Dave Rude (guitar) - have also lined up their first UK concert for over 15 years at London's Shepherds Bush Empire. Tickets, which are selling like hot cakes, are priced £18.50 and are available from all usual outlets, plus via ticketweb.co.uk or academy-events.co.uk.

"REAL TO REEL is a collection of songs that inspired us back in the day when we first heard them in the '70s," says singer Jeff Keith. "We originally had a large list of songs in mind for the record, and we had a lot of fun picking out the ones that ultimately made it onto the album. Making music is all about feeding off of your inspirations and putting your own touches to it. We feel we've accomplished this to the highest extent."

REAL TO REEL, produced by TESLA and Tom Zutaut and recorded at the Sonic Ranch in Tornillo, Texas, is a captivating collection of classic rockers from the '60s and '70s, recorded through a vintage Neve console directly to Ampex 456 analog tape to capture the purity of these timeless and legendary songs. Songs include: 'Space Truckin', 'I've Got A Feeling', 'Thank You', 'Ball of Confusion', 'Rock Bottom', 'Bell Bottom Blues' and 'Honky Tonk Women'.

TESLA, named after Nikola Tesla, the creator of the A/C (Alternating Current) electrical motor who also pioneered the radio, originated in Sacramento, California, their hard driving, down to earth, bluesy metal sound soon winning over a huge following. In contrast to their contemporaries, who were plastered in make up and crammed into tight leather strides, TESLA's t-shirt and jeans image reflected their no frills music in no uncertain terms.

'Mechanical Resonance', TESLA's debut album, released in 1986, reached the top 40 of the album charts and the band won the opening slot on Dave Lee Roth's US tour, before heading over to Europe for a headline club tour. On returning to the US they opened for Alice Cooper, then hitched up with Def Leppard for an 8 month world tour.

After 15 months on the road 'Mechanical Resonance' went platinum (1 million sales in

Cont...

the US) and TESLA reconvened to record their second album, 'The Great Radio Controversy'.

However, it was the follow-up, 1989's 'The Great Radio Controversy', which truly broke the band. Their balladic 'Love Song' single, which substituted a dash of hippie utopianism for the usual power-ballad histrionics, hit the pop Top Ten and made the band stars, pushing 'The Great Radio Controversy' into the Top 20 and double-platinum sales figures; the follow-up single, "The Way It Is," was also a hit.

In keeping with their unpretentious, blue-collar roots, Tesla responded to stardom not by aping the glam theatrics of their tourmates, but by stripping things down. The idea behind 1990s 'Five Man Acoustical Jam' was virtually unheard of - a metal band playing loose, informal acoustic versions of their best-known songs in concert, plus a few favorite covers ('60s classics by the Beatles, Stones, CCR, and others). Fortunately, Tesla's music was sturdy enough to hold up when its roots were exposed, and one of the covers - 'Signs', an idealistic bit of hippie outrage by the Five Man Electrical Band - became another Top Ten hit.

Not only did 'Five Man Acoustical Jam' reach the Top 20 and go platinum, but it also helped directly inspire MTV's Unplugged series, both with its relaxed vibe and its reminder that acoustic music could sound vital and energetic. Brian remembers "When I met Jimmy Page he said to me, 'I really liked your acoustic record.' I said 'Really, I didn't even think you knew who Tesla was.' He said, 'You were the first one to do a live acoustic album'"

The studio follow-up to 'The Great Radio Controversy', 'Psychotic Supper', was released in 1991 and quickly became another platinum hit. It didn't produce any singles quite as successful as "Love Song" or "Signs," but it did spin off the greatest number of singles of any Tesla album - "Edison's Medicine," "Call It What You Want," "What You Give," "Song and Emotion."

But the winds of change were blowing, and by the time Tesla returned with their 1994 follow-up 'Bust a Nut', those Seattle winds had blown pretty much any new blue-collar hard rock off the airwaves. 'Bust a Nut' did sell over a million copies worldwide, but the band decided it was time to 'hang it up' when they finished their US tour.

Tesla emerged from a five year hiatus with renewed energy and determination when they reunited on October 25th 2000 for what was meant to be a one-off reunion show at the Arco Arena in their hometown of Sacramento. The ecstatic reaction of the sold-out crowd of thousands of happy fans welcoming them back persuaded Tesla to take on a small scale reunion, which quickly became fully fledged. The band toured relentlessly for seven months, recording every show, the best of which was released as the double 'Replugged Live' album in the Autumn of 2001. 2004 saw the release of the studio album 'Into The Now'.

On Tesla's 'Electric Summer Jam' tour in 2006, (the first tour with guitarist Dave Rude, who replaced original guitarist Tommy Skeoch) the band road tested some of their favourite classic rock tracks live. While UFO's "Rock Bottom" went down like a storm to a standing, cheering, grandstand crowd of 10,000 in Milwaukee, Black Sabbath's "War Pigs" engaged 6,000 people in Lansing, Michigan so much that they refused to leave during a torrential rainstorm that lasted throughout the entire two-hour show. After getting such a positive reaction from their fans, the band knew making REAL TO REEL was a logical next step for them.

Rockin' and Reelin' - Roland Hyams on 020 8677 8466 / 8769 6713 /
roland@workhardpr.com

www.myspace.com/teslatheband www.teslatheband.com www.teslarealtoreel.com
8TH June 2007.