

Richie Cavalera – Vocals

Dru Rome – Guitar

Christopher “EL” – Bass

Lennon Lopez – Drums

A primal spirit of perseverance and self-determination ignites an unrelenting fire, burning in the hearts of the barrier-smashing Arizona metal stompers called INCITE.

*Built to Destroy* isn’t just the name of the group’s newest album. It’s a battle cry. This is a band defined by more than mere survival. INCITE represents the strength in overcoming adversity, to unapologetically triumph in the face of all obstacles.

As renegade disciples of trailblazing architects like Pantera, Slayer, Sepultura, and Machine Head, INCITE raise the torch for trend-killing and hipster-smashing metal. These aren’t boy-band looking poseurs and they aren’t selling VIP meet-and-greets. INCITE throws down in clubs, theaters, and festival stages with refreshing energy, eagerly wandering among the masses to share smoke and camaraderie afterward.

The vicious performances bursting out of the new album come from a combustible chemistry earned by sweating it out together for countless miles on the road.

INCITE perfected their signature brand of extreme sounds playing shows with DevilDriver, Crowbar, Brujeria, Soulfly, Cavalera Conspiracy, and Six Feet Under. This is a band who can open for Gorgoroth one night and Cancer Bats the next, converting true-believers out of people who grew up on Deftones *or* Immortal.

With certified bangers like “Ruthless Ways,” “Resistance,” and the album’s title track, *Built to Destroy* joins an impressive and steadily growing catalog of albums – *Oppression* (2016), *Up in Hell* (2014), *All Out War* (2012), and *The Slaughter* (2009) – which have produced a number of songs now near-and-dear to the INCITE faithful. Tracks like “Stagnant,” “Fallen,” “No Remorse,” “The Aftermath,” and “Up in Hell” have amassed downloads, streams, video views, and enthusiastic SiriusXM airplay.

*Built to Destroy* is a jaw-dropping showcase for INCITE. Frontman and band founder Richie Cavalera delivers stark examinations of a shattered psyche, through guttural snarls, with vivid dynamics and power. There’s a harmonious discordance with the near-deathcore pummel of fluid bassist “EL” and powerhouse drum basher Lennon Lopez, who both worship at the altar of groove. Peppering the album with more solos than ever before, guitarist and principal songwriter Dru Rome truly shines.

Rome’s lead guitar work recalls the glory of *Arise*-era Sepultura, harnessing a stadium-worthy energy, drawing upon his dual experience as a trained violinist. The record benefitted from INCITE’s longest preproduction and recording process. Both Kirk Windstein (Crowbar) and Chris Barnes (Six Feet Under) guest on the album.

Like its critically-acclaimed predecessor, INCITE’s latest record was produced by Steve Evetts (The Dillinger Escape Plan, Suicide Silence, Every Time I Die), whose focus on raw authenticity flies in the face of today’s copy/paste culture. The album was produced/mixed by Evetts and mastered by Zeuss (Rob Zombie, Hatebreed).

The title track opens the album with considerable bite, boldly declaring INCITE’s resilience. “Savior Yourself” sees Cavalera encouraging listeners to find their own answers, with a mix of exasperation and angst. “Human Cancer,” one of the album’s fastest songs, warns of the impending doom of environmental catastrophe. “Backbone” is all about going through the ringer and coming out on the other side.

The latest entry painstakingly clawed into INCITE’s musical journal is comprised of 11 straight-up anthems. *Built to Destroy* is a visceral, urgent, and voracious distillation of modern heavy metal, with distinctive reverence for the best of the past. They blend the New Wave of American Heavy Metal with bittersweet moments of thrash, undeniably overwhelming Southwestern groove, and aggressive catharsis.

Now close to 15-years into a career where everything was earned and nothing was taken for granted, INCITE bridges the gap between multiple crowds across various metal subgenres, as much a part of the fabric of the style championed by Lamb Of God as the surge of newer bands like Power Trip, Full Of Hell, and Gatecreeper.

INCITE maintain their dedication to killer realism and brutal gimmick-free music.