

One machine can do
the work of fifty
ordinary men.
No machine can do the
work of one
extraordinary man.
- Elbert Hubbard



5627 University Way NE • Seattle • 206.527.4822 • www.rodcycle.com

R+E CYCLES NEWS • THE NEWSLETTER OF CYCLING VALUES! JULY 2005

The Perfect Blend

A couple weeks ago, a man came in (we'll call him Jim) during a busy spot in the day on a Thursday afternoon. I had just walked up from the frame shop, and noticed that Smiley and Scott had their hands full, so I stepped in to help him. He said he was looking for a new 'go-fast' bike. I asked him what he was currently riding. He said "well, I've got a 25 year old Motobecane." I asked him if he'd been test riding other bikes, and if he'd ridden anything that he'd liked. He said "as a matter of fact, I've been test riding bikes for a year but I haven't ridden a bike that I liked better than my Motobecane." He was about to give up looking, but then a friend of his suggested that he look over our website (thanks friend). He liked our focus on comfort as well as performance, and thought our Rodriguez Arrow Race would be worth a try. I fit him to an Arrow Race, and set him up for a test ride.

As he left the shop for his test ride, a woman (we'll call her Jane) happened in to air her tires. Coincidentally, she was also riding a 1970-80's vintage Motobecane. As I helped her air her tires, I told her about the man that had just left for a test ride whose current bike is just like hers. She said "this isn't my only bike, it's just the bike I ride all the time. I have an expensive bike I bought 2 years ago, but I don't like it." I asked her what kind of bike it was. She said that it was a carbon fiber race bike that she thought would make her fast, but instead only made her uncomfortable. I suggested that she schedule with me for some fit work, but she said "I think I'll just keep riding the Motobecane....it's comfortable." She went on her way.

Well, 30 minutes or so later, Jim returned from his test ride. The verdict...all smiles. "Wrap it up!" He said, "this one's mine".

After a year long search, Jim decided that the bike to send the Motobecane out to pasture would be a stock Rodriguez Arrow Race.

The point to my story is two-fold:

First: Our commitment to blending comfort and performance has grown out of listening to you, and listening to our own common sense. When we

build a 16 pound race bike for a customer, we want that bike to be not only light and fast, but the most comfortable bike they've ever ridden....a bike they WANT to ride every day. If I were going to race in the Daytona 500, I would want to drive a Nextel Cup car. Comfort and convenience wouldn't matter as I would be hopped up on adrenaline. But if I were going to buy a high performance sports car to drive down the coast, I don't want to have to crawl in the window. I'm going to want a radio, air conditioner, a heater, and doors that open. I might even want somewhere to pack a small duffel bag, and a seat for my wife (I know what you're thinking Chris, and she didn't make me put that in).

The point is, even though I would be driving a high performance sports car, it wouldn't be the same car that Dale Earnhardt Jr. would drive in the Daytona 500. The same is true in a bicycle. Jane was sold the "Lance Armstrong, 16 pound, gonna go win the Tour De France" model. But she's not Lance Armstrong, and she's not going to race in the Tour. She commutes, and she rides long weekend fun rides with her friends. She would be much more comfortable on a 16 pound bike designed for her style of riding. It should be set up by someone who listens to what she's going to do with the bike, and fits her to it accordingly.

Second: I want to thank Jim's friend and all of you who send your buddies our way. Word of mouth is really the only avenue that a business like ours can count on to develop new customers. Every day new customers come into the shop who were sent to us by a friend of theirs. I hope you know how much we appreciate that.

Enjoy the newsletter! -Dan



April 2, 2005

Scott, Smiley & Dan

I was just a little nervous leaving for my inaugural ride on Saturday morning...would I really notice much difference? Would I appreciate the new ride especially since MANY of my friends were waiting to hear how I could possibly justify "another" bike purchase? In a word..."awesome". The ride was wonderful and passed my expectations. On a more important note, however, I got to experience first hand why I send all my cycling friends to your shop. The customer service supplied by Scott and Smiley once again blew me away. In an era of larger stores winning, you guys continue to set the bar which seems to be unattainable by the other ordinary stores. Your knowledge of the industry coupled with a customer first attitude is a winning combo.

It almost makes me sad to leave on our tandem trip on Tuesday because that means I will be away from the new ride for eight days! Thanks again for putting up with me over the last six weeks. I will continue to give your shop the high praise it deserves.

Jay

HOURS

Monday ~ Closed

Tuesday - Friday 12 ~ 6

Saturday - 10 ~ 5

Sunday ~ Closed

by Appointment ~ anytime

Mars Attacks!

We thought these looked weird, but people are sure liking them. The Mars 2.0 is a big flashing tail light that bolts right on to your rear rack or seat post. You're sure to be noticed with this baby! Reg. \$15

With Coupon Just \$12.99

Limited to stock on hand

Offer expires July 30 2005. No cash value. Limited to stock on hand



Mars Lite!

Just like the Big Mars, but less filling and more light. I guess on Mars, backwards is forwards, up is down, and smaller is bigger? Reg. \$20

With Coupon Just \$16.99

Limited to stock on hand



Offer expires July 30 2005. No cash value. Limited to stock on hand

C'mon! We're giving you the Shirt Off Our Back!

PRSR STD
US Postage
PAID
Seattle, WA
Permit No. 231



The first 20 people to bring in this coupon, with the mailing label attached, will receive a navy Blue R+E T-shirt with their purchase of \$40 or more. It's the same kind we wear.

Offer expires July 30 2005. No cash value.
This is not an in-store coupon. Coupon must
contain mailing label to be valid.

Stacias' Cycling Clinics



The Rodriguez Bicycle clinics are designed for people of all abilities. This session, in addition to the women's classes, we've added one co-ed class on Basic Skills. You'll learn skills, drills, and techniques from Stacia McInnes, a certified triathlon coach and 4 time Ironman finisher. It does not matter how fast or fit you are, or what kind of bike you currently have. Everyone has fun and learns a lot.

We have two different clinics for different abilities:

The Basic Skills and Drills class is for folks who are new to the sport. If you want to learn the basics of cycling or have some questions about how to be

comfortable on your bike, this ones for you. We'll be riding some skills and drills to practice shifting and cornering, so bring your gear.

The Intermediate/Advanced clinic is for more advanced riders. In this clinic I'll teach pace lining, intervals, hill climbing in an advanced setting. We will leave from R+E Cycles and ride around Mercer Island.

The cost is only \$45- \$55

Along with all that you learn, these clinics are really fun.



Only at R+E Cycles

Basic Cycling Skills (co-ed)

On Tuesday, July 12, 6:30 to 9:00pm bring your bike and we'll cover:

- Proper nutrition for training and racing
- Bicycle training and drills
- The secrets to being comfortable on your bike
- Question and answer period
- Class size is limited to 25 people

Basic Cycling Skills (women)

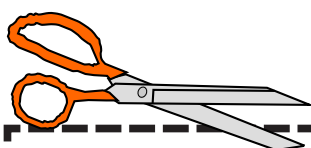
On Tuesday, July 26, 6:30 to 9:00pm bring your bike and we'll cover:

- Proper nutrition for training and racing
- Bicycle training and drills
- The secrets to being comfortable on your bike
- Question and answer period
- Class size is limited to 25 women

Intermediate/Advanced (women)

On Tuesday, August 9th, 5:45-8:30pm bring your road bike and we'll ride around Mercer Island (20 miles):

- Drafting
- Pacelines
- Hill interval training
- How to ride **FAST**
- Question and answer period
- Class size is limited to 25 women



Cycling Clinics

NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

DAY PHONE _____

EVENING PHONE _____

EMAIL ADDRESS _____

July 12th (\$45) July 26th (\$45) Aug. 17th (\$55)

HOW WOULD YOU LIKE TO PAY?

CHECK (ENCLOSED) MAKE PAYABLE TO R+E CYCLES

VISA/MC # _____ EXP. DATE _____

DISCOVER # _____ EXP. DATE _____

How would you assess your own experience/fitness level?

What would you like to accomplish this season?

What is the part that you think you need the most help with?

To Register:
Fill out, cut out,
and send it to us at
R+E Cycles
5627 University Way NE
Seattle, WA 98105
or fax it to
206-527-8931

BREAK WIND LIKE A PRO!

If you're doing a Triathlon, you might want to break wind with a new set of Profile Air strike pro 'clip on' aero bars. They're made from lightweight carbon fiber. Use this coupon to save \$60 when you purchase a pair at R+E Cycles. Reg. \$160

Sale \$100

limit 1 per customer
Limited supply



Offer expires July 30 2005. No cash value. Limited to stock on hand

Wear Rubber This Season!

Swimming in the open water is much more fun with the buoyancy and warmth that a good wet suit provides. Use this coupon to save \$50 on any Wet Suit that we have in stock. Why rent, when you can buy? Regular prices range from \$200-\$400.

Save \$50

Limited to stock on hand
Offer expires July 30 2005. No cash value. Limited to stock on hand



A Stellar Deal!

For years you've been asking for a wide tire that can be mounted on your 650c Stellar Sport and Stellar SL wheels. Well, you asked and we listened. Unfortunately, tire manufacturers didn't listen to us. That is until we talked to **Serfas**. I called Serfas with our dilemma, and they went right to work on the solution. Now we have a high quality, puncture resistant 650 road tire, and we thought you should be the first to know about it. We're going to do an introductory special for our Rodriguez owners. So if you've been wanting a high quality, wider, puncture resistant tire for your 650 wheel, here's your chance to save \$10 on a pair this month only. Reg. \$25 each.



With Coupon get 2 for just \$40

Offer expires July 30 2005. No cash value. Limited to stock on hand

We Have The Best Customers In The World!

The More Things Change....

In 1995 we had just gone through a huge remodel. I was running around dealing with things like fixing the phone system, air compressor, writing newsletters, or various other jobs that a bike shop owner must deal with.

That's when Boeing engineer Louie LeGrand and school teacher Becky Anderson came to the shop and I measured them for a tandem. They had a great idea that we just loved. They were engaged to be married in June 1995, and wanted to have their only wedding registry item be a Rodriguez custom tandem. They would then save up for a belated honeymoon voyage via tandem. They set up a system that valued every part of the bike in a \$ amount from individual spokes to 'shares' of the frame.

We had people calling from all over the country asking things like "has anyone purchased the front hub yet?" or, "can I buy 2 water bottles, cages and 72 spokes?"

The tandem registry was a glowing success, and culminated in a 7,280 mile trip around the United States in 1997. To the right is the first two pages from a series of letters that they sent us from the road. If you'd like to read more, visit our on-line customer scrap book at www.rodcycle.com



I called Becky this afternoon to tell her about this story. Louis and Becky have 2 small children now, and Becky is a very busy stay at home mom. They still reside here in Seattle, and are still loving cycling. Having 2 young children myself, I know that they will be too busy for any 7,280 mile long trips for a while, but Becky says that they'll be including their children in many tandem rallies in the future.

....The More Things Stay The Same

Here it is 10 years later, and we just did a huge remodel of the frame shop. This week I had to spend 2 days dealing with broken air compressors and a broken phone line. All this while trying to start a newsletter that should've been started on Monday but here it is Friday and I'm just getting underway and it's due tonight.....etc....

Anyway, in the middle of all of this comes a pleasant reminder from the past. You see, Dan and Courtney came into the shop to be measured for a custom tandem. They had a great idea! They wanted to set up a wedding registry for their tandem so people could call in and buy the bike in parts (sound familiar). Their plan is to ride it away on a honeymoon voyage. The calls have already started to come in. They are going to ride from Seattle to San Francisco. The Golden Gardens to the Golden Gate (as my friend Arne Moen would call it).

I can't wait to finish their bike, and see them start off on the voyage of a lifetime. Thanks for choosing us.

Congratulations on your engagement Dan and Courtney, and congratulations Louis and Becky on your 10 year anniversary. I hope that you all enjoy your bikes as much as I enjoyed writing this story.



July 28, 1997

Dear Estelle + Dan,
We are so sorry we didn't stop in to see you before we began this tour! We were so busy getting stuff put in storage, getting stuff together, leaving work + all. We should have made time to visit you, though!
I think you may have heard (we got Dan's note on the back of a NUTS newsletter - thanks! 😊) that we are taking our dream tandem, our "bridal ~~registry~~ registry" tandem on the

road for a year. So far, we are having an absolute blast! We left Gas Works park on July 9th. We are using the Adventure Cycling / Bike Centennial maps and they are great! We are following a northern route, on Highway 2 across to the East Coast. From there, we'll head down to Florida, back across through Texas to San Deigo and then back up to Seattle. We ran into an R+E salesguy in Winthrop - he saw the Rodriguez bike and



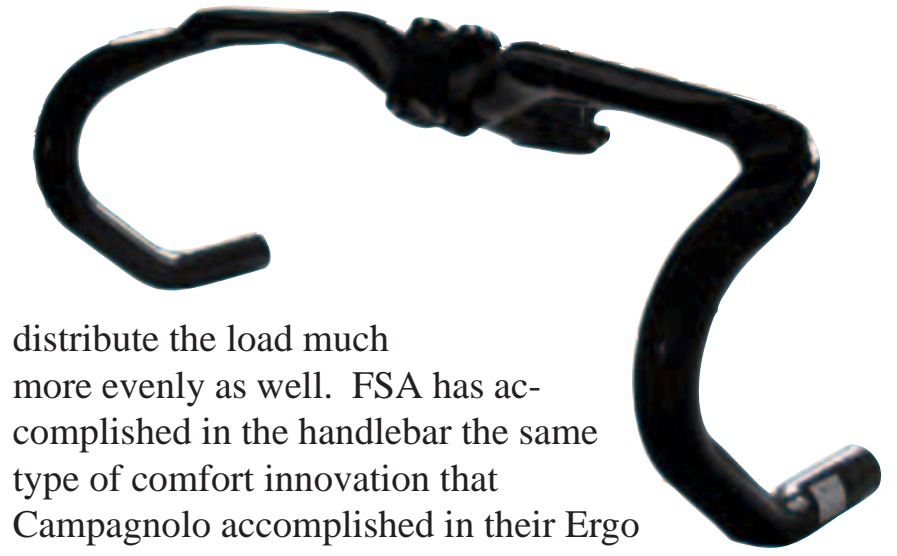
5627 University Way NE • Seattle
206.527.4822 • www.rodcycle.com

HANDS DOWN!

The best thing to happen to the handle bar since padded cork tape!

The bike industry has a lot of innovators in it. It seems like every day there's some new technological advance that's going to revolutionize the bicycle world. Most of the time it's just some over-engineered, over-priced, over-hyped piece of jewelry that may impress your friends at first but really won't make your riding more comfortable, or your bike lighter weight. These type of 'cool factor' innovations are fine, but they don't really excite me.

For an innovation to catch our attention, it has to perform a function that our customers want. Well, this month's product feature is such an item. The FSA K-Wing handle bar is a winner! Now here's a product that uses the power of carbon fiber for good results. FSA discovered that they can mold and shape carbon fiber any way they wanted, thus throwing off the limits of just bending a round piece of aluminum into a handle bar. By studying how the hand rests on the handlebar, FSA was able to mold this bar to fit the hands perfectly no matter where you ride on the bars. The top of the bars are wide and flat. This fits your hands comfortably, and allows for some 'shock absorbing' flex in the bar. When riding on the hoods, you'll find that the bars are designed to



distribute the load much more evenly as well. FSA has accomplished in the handlebar the same type of comfort innovation that Campagnolo accomplished in their Ergo redesign in the late 1990's. **Bravo FSA!**

Don't get me wrong, with carbon fiber, a 240 gram weigh in, and internally routed shifter and brake cables, the cool factor is still goin' on with these bars. You're just getting some real intelligent design benefits as well.

It's hard to describe how these bars feel in an article. You'll have to stop by the shop to experience it for yourself. When you do, we think you'll agree that these are HANDS DOWN the best new product for 2005.



You can only have this much fun at R+E Cycles

My Dogs Are Barkin'!

At least they were until I put in a set of Superfeet! These insoles work in your cycling shoes and are soooo comfortable.
Reg. \$35



With Coupon Just \$27.99

Offer expires July 30 2005. No cash value. Limited to stock on hand

Got a Glove on it?

If not, you should! Use this coupon to save \$5 on a pair of Rodriguez gel gloves. Reg. \$25

With Coupon \$19.99

Limited to supply on hand



Offer expires July 30 2005. No cash value. Limited to stock on hand

Flat Broke?

**Inner Tubes -
3 for \$10**

Who's takin' care of ya now?



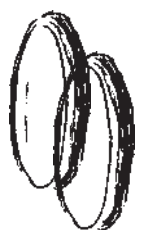
Offer expires July 30 2005. No cash value. Limited to stock on hand

KEEP THE RUBBER SIDE DOWN

If you're riding a mountain bike on the road, and you still have knobby tires, you're working way too hard! Use this coupon to pick up a set of Serfas Barista slick tires, and ride faster and farther.

Reg. \$25 each

With coupon Just \$19.99



Offer expires July 30 2005. No cash value. Limited to stock on hand

From The Repair Bench:

Seattle Bike Repair
5627 University Way NE
206-527-0360

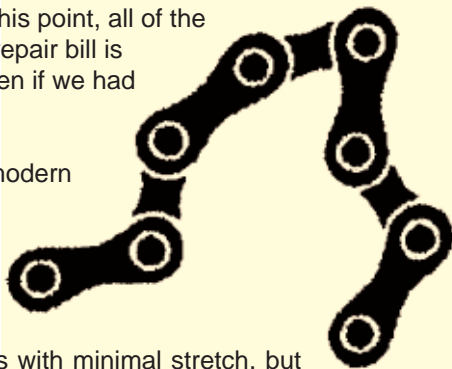


STRETCH YOUR BUDGET, NOT YOUR CHAIN

Do you change the oil in your car? Most people will change the oil in their car every 3,000 to 4,000 miles as their manufacturer suggests. Why do they do it? It's still oil when the mechanic drains it out of the engine right? Isn't it still lubricating the parts inside the engine? But still it is drained out of the engine and brand new oil is poured in it's place. The reason that the oil should be changed at a certain mileage is simply preventative maintenance. The engine would continue to run on the same oil for 10's of thousands of miles, but slowly it would wear out, and the engine would become damaged. This is a much more expensive repair than regular oil changes.

The same is true for the chain on your bicycle. The chain on a bicycle is engaging on the gears on the front and back of the bicycle. The chain is manufactured with exactly 1/2" of space between each link, and the gears are precisely manufactured to 'mesh' with the chain. The chain is under incredible strain because the force and leverage that a cyclist applies. The chain is also subject to sand and other road grime that collect and act as abrasives that wear away the metal that it is made of. Even with these factors, a chain can last for 10's of thousands of miles just like the oil in your car. But, over time, the chain will stretch. As the chain begins to stretch, and is no longer 1/2" between each link. As it stretches, it wears the metal from the teeth of the gears to match it's new length. If a chain is allowed to stretch too far, it will wear all of the gears on the bicycle so much that they will not 'mesh' with a new chain. If a new chain is installed at this point, the chain will 'slip' on most of the worn gears and create a lot of rumbling noise on the others. Often a customer will come in with a chain that is so far stretched that the bike won't shift well, or the chain may even be broken. At this point, all of the gears have to be replaced and the repair bill is much greater than it would have been if we had just replaced a chain earlier.

What's the recommendation? On modern bikes we are seeing that people are getting about 1500 - 2000 miles before a new chain is recommended. On a tandem it's more like 1000 - 1500 miles. I've seen some people get 3000 - 4000 miles with minimal stretch, but that's the exception. I recommend that you start having our shop check your chain stretch at 1500 miles, and then every 500 miles after that. If you replace your chain at the first sign of stretch it will cost you about \$30. If you wait until your rear cogs have to be replaced along with your chain it will run approx. \$100. And if you wait until your chain just breaks and all of your gears need replacing it will run from \$250 to \$400 or so.



How many miles are on your chain?

Eye Candy

There are a handful of companies that come up with products that make me go "wow! That's a great idea!" Serfas is one such company. I was surprised to see the Serfas representative come in the shop last month with a full line of sports eye wear. It seemed like a very large undertaking for a company like Serfas, but wow! They did a marvelous job. They did such a great job that I opened my palm pilot and made a note to write about their eye wear in this newsletter.



We're carrying 10 models. The prices are great for eye wear of this quality. Just \$35 to \$50. They come with a soft case as well as a hard case. The \$50 models all come with 4 sets of different colored lenses (clear, yellow, red, and gray).

If you like quality sunglasses, we'd like to invite you to R+E Cycles to give the new Serfas glasses a try. We love them and we think you will too. You're not coming in you say? Well, let's make it worth your while. Through the month of July 2005, we'll give you 10% off any pair of Serfas sunglasses that we have in stock.

A quick word about Serfas, the company:

Serfas is one company that's really been great in the bike industry over the last few years. Sure, they've come up with some fantastic innovations in bicycle accessories, but that's not all they've done. Serfas is a company that's really been supportive of local small dealers as well. They focus their efforts on the needs of independent dealers like us. I can call Serfas, and tell them the type of products that my customers want, and they respond to that. That's the type of support you might not see as a consumer, so I thought that I should mention it here. Strong, healthy independent local dealers are a huge benefit to the cycling community in the long run.

Maintain Your Chain!

If your not sure how many miles are on your chain, we're going to offer you an inexpensive way to find out. The Sigma Sport BC 500 cycle computer is a high quality, basic function computer that will keep track of your miles for you.

Reg. \$25

With Coupon Just \$19.99

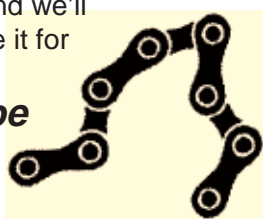


Offer expires July 30 2005. No cash value. Limited to stock on hand

On a Budget? How does FREE sound?

Present this coupon at Seattle Bike Repair and we'll measure your chain for stretch and lubricate it for FREE!

FREE chain inspection and lube
Free is a very good price!



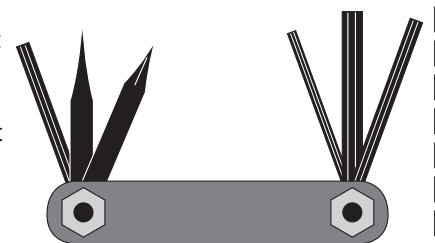
Offer expires July 30 2005. No cash value.

Hey! Is that at tool in your pocket?

Now you can be prepared to whip this little guy out and adjust a seat, handlebars, or do a minor brake or derailleur adjustment. Fits in your pocket or seat bag. Reg. \$10

Sale \$4.99

SAVE 50%



Offer expires July 30 2005. No cash value. Limited to stock on hand

Are you giving you're friends the bird?

If your chain chirps like friendly little birds, you're riding buddies will be happy that you picked up a bottle of Tri-flo at R+E Cycles. If you don't have any riding buddies, now you can get some. Reg. \$4

With coupon just \$2.99

SAVE 25%



Offer expires July 30 2005. No cash value. Limited to stock on hand

Tandem Tech Talk

Disc Brakes and Tandem Bicycles. Are they a match made in Heaven?

"What do you think about putting disc brakes on my new tandem?" This is a question asked several times a week in our shop.

Several years ago, disc brakes were introduced for use on mountain bicycles. We recommend disc brakes on mountain bikes. All of the employees here ride disc brakes on their mountain bikes, motor cycles, cars etc... They have been around for over a decade in the high end mountain world, but a few years back they became a standard brake for mid-level mountain bikes as well. Being a tandem shop, we're always checking out new technologies. As they have evolved, we have checked in on them a few times over the years.

What we found in the early years is that they worked very well on a mountain bike, but not real well on most tandems. We tried them on a few occasions over the last 10 years, but we were never happy with the performance.

Of course our policy is to build your bike any way that you want it built. We can, and have, installed disc brakes on tandems at a customer's request. That said, it is our philosophy (ever since the V-brake fiasco of 1997) to educate our customers about the benefits and drawbacks of any new product before they make their decision. Disc brakes have benefits and drawbacks.

Below are a few words about some general disc brake facts to consider, and then some detail about the different experiences we've had with different types of disc brakes on tandems.

General Benefits of a Disc Brake:

Before disc brakes, your wheel had to be kept relatively straight or the rim would rub the brakes. With disc brakes, a mountain biker can bash their wheel on as many rocks as they want and the brakes aren't affected.

Before disc brakes if your rim got covered in mud, then your brakes didn't work (or barely worked). With disc brakes you can ride through a wet, slushy mud creek bed, and still stop your bike just fine.

General Drawbacks of a Disc Brake:

Weight and Expense:

A high-end, light weight disc brake set with a medium sized rotor would be 22oz (1.4 pounds) of weight on a bike for both wheels (caliper and rotor only). Disc brakes run from \$220 and up. The set that I weighed would retail for \$500. Contrast that to 15oz (.9 pounds) for cantilever brakes (\$50) or 11.5oz (.72 pounds) for a high end traditional road brake set (\$125).

The retail price for the disc brakes I weighed was 10 times higher

than the cantilevers that I weighed, and 4 times that of the traditional road brakes that I weighed. Even so, they added a considerable amount of weight to the overall bike, and I didn't even weigh the extra heavy braze-on that has to be put on the bike to use the disc brake. Take into account that the hubs also have to weigh more so that the rotors can be attached, and you've got a significant weight and cost increase on the bike. The wheels should also be built heavier to account for the inertia transferred directly into the spokes and rim when stopping just the hub at high speeds. Now, I don't know about you, but in my opinion, adding that much weight and extra cost to a tandem has got to produce some real results.

"Can you please make that noise stop?! It's pounding a hole into my brain!"

When riding a mountain bike off road, brakes that make a little noise aren't a problem. On the road however, even a slight 'scrape, scrape, scrape' sound can be very annoying when riding on a quiet country road for 6 hours. Well, even when properly adjusted, disc brakes often seem to make these type of sounds. They may not bother some people, but some folks bring their tandems (not Rodriguez) in here to try and have us adjust it away.

Most of the time, the noise is caused from the fact that the rotor has become warped from heat. Disc brakes made for mountain bikes aren't designed for the heat generated when 500 pounds of bike, people and gear are trying to slow down from 60mph over a 7 mile mountain pass. The weight and speed of a tandem team with gear is more similar to that of a small motorcycle with a rider. If we were to install a small motorcycle disc brake, this problem might be solved, but then we're talking a much, much heavier braking system.

Disc brakes can also howl just like a rim brake. I just did a Google search for "disc brake howl" and "disc brake squeal" and came up with just about the same number of results as "V brake howl" and "V brake squeal" (and V brakes do squeal alright). The same searches for cantilever brakes yielded 90% fewer results. Not that this proves anything, but I thought it was an interesting side note that you could try yourself.

Disc Brakes By Type:

There are 3 different types that I've seen used on tandems. Hydraulic, cable actuated mechanical, and cable actuated with a hydraulic caliper.

The pure hydraulic disc brake:

These work fabulous on a mountain bike. Originally this is the only one that we really thought stopped a tandem well (as well or better than a cantilever).

Benefits:

- 1.) Stop a tandem as well as a properly set up pair of cantilevers.
- 2.) Stop better than any rim brake in heavy rain

The draw backs were insurmountable for our tandem customers though:

- 1.) **Versatility:** Most of our customers want to ride with road bike style handle bars on their tandem, but the pure hydraulic brakes are all designed for a mountain bike style lever as an integral part. The lever, caliper, and hydraulic line are all essential and that means that if you wanted this brake, you had to ride with mountain bike bars.



Are you ashamed....

...of yourself? Have you been riding around without the proper tools to fix your own bike out on the road? Do you stand there looking helpless, relying on the kindness of strangers? **Well be ashamed no longer!** Now's your chance to pick up a Serfas Mentor tool and **save 20%**. This tool's got it all and then some...19 functions! Once you've mastered the power of this tool, **you** can be that well prepared stranger.

Reg. \$30

With Coupon Just \$23.99

Offer expires July 30 2005. No cash value. Limited to stock on hand



"The weather forecast is for....

...today is 85° and sunny with torrential down pours, clouds overhead and blue skies. There's a 50% chance of hail, snow, wind, sun, rain or even a total eclipse of the sun."

You and I both know that it's nearly impossible to predict our wether here, so it's best to be prepared for anything. One thing for sure, you're going to need eye protection no matter what, so here's the deal. Eye protection is Reg. \$20 each.

While they last, get any 2 pair for just \$22.99

Offer expires July 30 2005. No cash value. Limited to stock on hand



2.) **Convenience:** Almost 80% of our custom tandem customers want their bike to have S&S couplings so that the bike can be taken apart and packed for easy travel. This means that the brake cables must be set up for easy disconnect (on our travel bikes it doesn't even require a tool and the brakes can be disconnected and reconnected in seconds flat). Well, the hydraulic lines cannot be disconnected or all of the fluid will drain out. Then the brakes would require an hour or more of refilling, bleeding, and set up time by a mechanic qualified to do such things. Obviously, this would be ridiculous on a tandem designed for easy disassembly and reassembly for travel. Imagine trying to find someone in India to fill and bleed the lines on your hydraulic brakes.....I think you'd be riding the bus that trip.

3.) **Maintenance:** Ever notice that having your brakes serviced on your car is a lot more expensive than having your brakes adjusted on your bike? We service hydraulic disc brakes in the repair shop, and we can tell you why. It takes longer to service a hydraulic brake system than it does to service a standard bicycle brake system. Here's the formula. More technology = More time X More Dollars

4.) **Higher cost and heavier weight**

Cable actuated hydraulic brake:

I've ridden several tandems set up with this system. I have yet to ride one that I thought would stop as well as a \$50 pair of caliper brakes.

Benefits:

The only benefit I can see for the consumer is that they can use their road bike brake levers with this brake.

Drawbacks:

1.) **Performance:** Stops poorly in all conditions as far as I can tell.

2.) **Convenience:** Let's take that hydraulic brake, and rig it up to a road bike brake lever, attached to a regular brake cable, attached to an outboard master cylinder, attached to the hydraulic line that runs to the slave cylinder that actuates the caliper (and not very effectively in my experience). This was an attempt to come up with a solution to the 'versatility' problem, but doesn't solve the other problems associated with hydraulic brakes in general. In order for the benefits of the hydraulic portion to take effect, the master cylinder must be located in the front of the bike. 'Convenience' and 'Maintenance' problems still exist, or are even compounded.

3.) **Higher cost and heavier weight**

The mechanical disc brake:

"How about a mechanical disc brake that uses a standard brake cable instead of all that hydraulic mumbo jumbo?" Seems to make a lot of sense right?

The mechanical disc brake has evolved into a brake that I think, with the proper adapters, shims, and so forth works acceptably well on a tandem if one is comparing just stopping power. Some tandem riders on the internet seem to like them (though I haven't heard those same rave reviews around the shop)

Benefits:

- 1.) Works a lot better than the mechanical actuated hydraulic.
- 2.) Easier to set up than the hydraulic (though requires adapters, shims etc. to use on a tandem)

Drawbacks:

1.) **Convenience:** If your bike is a travel bike (S&S couplings) the disc rotors and calipers often pose a problem for disassembling and reassembling the bike. So, may need to be prepared for removing the rotors (and possibly the calipers) to pack your new travel bike, or possibly purchase 2 separate cases (this is the option that most are going for).

Also, unless the mounting brackets are customized during the bike building process (more expense), the rotors will get in the way of mounting a rear rack on most tandem bikes.

2.) **Higher cost and heavier weight**

"Why do other tandem manufacturers put disc brakes on their bikes?"

This is a good question.

Most big companies like to put something new on their bike that has a lot of 'buzz' in the industry. Sometimes these ideas are great ideas like index shifting, cassette free-hubs, sealed bearings, STI or Ergo shifting or a new lightweight wheel design. Sometimes they are just a change for the sake of change like the U-brake or the V-brake, and really not an improvement at all. Then they advertise in magazines, and send the sales reps out to bike shops to educate the (usually young) employees about the newest item. This will reinforce that 'buzz' from the initial advertising. The result of these efforts will drive up sales and encourage customers to seek out their product.

In the case of the disc brake, I think both are true. The benefits to the mountain biker are undeniable, but the road biker and tandem rider are simply getting sold a change for the sake of change. At this point, a disc brake on a road or tandem bike is just trading a few small problems for several bigger problems.

Who knows what the future holds? Disc brakes may evolve to the point that they have more benefits than drawbacks...they certainly have come a long way in the last 10 years. Better or not, eventually disc brakes may be our only choice. Until that time arrives, we'll continue to recommend the same brakes for our road and tandem customers that we choose to ride on our own road and tandem bikes....you know...the ones designed for use on road bikes and tandems.

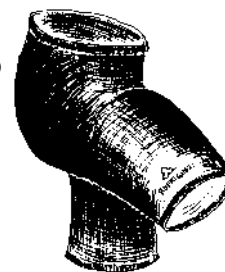
All that said, we're still happy to install disc brakes on your new or current tandem or road bike. Actually, there's no better place to come if you want your new brakes to work well. We have the machines and the decades of experience to make the appropriate shims, brackets, etc... As I've said, we've put them on a bike or two already. But we wouldn't be doing our job if we didn't inform you of the possible drawbacks. One part of our mission is to provide you with the information you'll need to make an educated decision. Thanks for reading, and I hope this answers some questions.

EAT MY SHORTS!

Did you give someone that advice and they took it? Well now you can replace that pair of chewed up shorts and save \$ while doing it. Use this coupon to get a pair of Rodriguez cycling shorts for

Just \$33

Reg. \$45

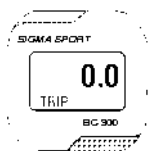


Offer expires July 30 2005. No cash value. Limited to stock on hand

WI-FI

GO WIRELESS WITH CONFIDENCE! THE TOPEAK WIRELESS COMPUTER IS THE ONE THAT WE'VE FOUND THAT WORKS EVERY TIME. (WE HAD A LOT OF TROUBLE WITH OTHER WIRELESS COMPUTERS). USE THIS COUPON FOR A FREE INSTALL (\$25 VALUE)

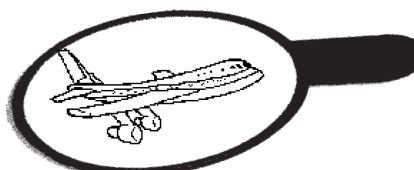
**BUY ONE FOR \$49.99
FREE INSTALLATION**



Offer expires July 30 2005. No cash value. Limited to stock on hand

LOOK OUT!

See what's coming behind you with a Blackburn Mountain Mirror. Reg. \$20



**With Coupon Just \$10
SAVE 50%**

Offer expires July 30 2005. No cash value. Limited to stock on hand

WHAT'S HOT?

2 completely different animals, but both hot sellers this 2005 season!



The Rodriguez S3 custom bike for men and women has remained a huge success since the introduction at Seattle Bike Expo. The blend of Comfort and unparalleled performance is the big draw to this bike. Here's a bike that tips the scales at 15-17 pounds

(depending on size and component choices) that is comfortable enough to ride everyday. We've built these for all out racing as well as the weekend warrior, more relaxed configurations. If you're considering a high-end road bike of any kind, this one is worth checking out!



Read what customers are saying about these and other Rodriguez bikes on our on-line scrap book.

www.rodcycle.com



Designed in conjunction with bicycle traveller Willie Weir, the Rodriguez Ultimate Travel Bike (UTB) continues to be a hot seller this year. We've sold more than we projected already this year. Travelling with a good bicycle is more popular than ever, and this bike is ready for anything!

At R+E Cycles, we've always built a lot of touring bikes, but the invention of S&S couplings has spawned a different kind of traveller, the ultimate traveller. You see, when a bike is equipped with S&S couplings, it can be packed into a suitcase (sold separately) that is 26"X26". This means there are really no limits to where you can travel with the bike.

We've sold a lot of these in pairs to couples, and the stories they have of their trips are just fantastic. You can read some of their stories on our on-line scrap book at www.rodcycle.com. You can also visit our website for complete specifications of this bike and even download a "how to put this bike in a box" instruction manual if you are curious (and I know you are).



Locked and Loaded

If you want to be locked but you're not loaded, then use this coupon to get an Onguard Akita resettable combination cable lock for

Just \$19.99

Reg. \$25

SAVE 20%

Offer expires July 30 2005. No cash value. Limited to stock on hand



THAT'S A WRAP!

And a good one at that! Use this coupon to get the new Vibe Wrap ultra comfortable, vibration dampening handlebar tape for

Just \$30

Reg. \$33

Offer expires July 30 2005. No cash value. Limited to stock on hand



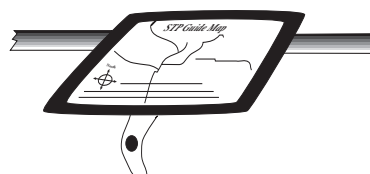
Get Lost!

...and then find your way home when you have your map mounted in a water-proof case right on your handlebars. Use this coupon to get one for

Just \$10

Reg. \$13

Offer expires July 30 2005. No cash value. Limited to stock on hand



Snack Attack!

R+E stands for Ride and Eat! So what could be better than combining the two? Use this coupon to get 2 free Luna or Cliff bars when you buy a Bento Box snack holder for just \$19.99

FREE SNACKS

Offer expires July 30 2005. No cash value. Limited to stock on hand

