

It's amazing what ordinary people can do if they set out without preconceived notions.

- Charles Kettering



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

R+E CYCLES NEWS • THE NEWSLETTER OF CYCLING VALUES! SEPTEMBER 2006

Time Sure Flies!

Or at least your bike does...in more ways than one! It's that time of the year again! I can't believe it. Here we are up in the office designing 2007 bike models, and planning next season. 2006 has been nothing less than sensational, and I think 2007 will be even better.

Here's a preview of just a couple of the new 2007 models that we've come up with.



The 2007 Trillium Outlaw

Since I put this bike on the website, it has become the fastest growing item veiwed. It's a 14.73 pound complete road bike with pedals, clincher wheels, and a bottle cage! The frame is not Titanium, aluminum or even carbon fiber. Turn to page 12 for more information about this unbelievable new bike!



The 2007 Rodriguez Houdini

This season we have had an increased call for a bike that people can travel with, but not necessarily tour with. They wanted a light weight sport/Race bike that fit easily into an official airline sized suitcase. Well...we obliged, and for 2007 we are offering three versions of this unique and versatile bicycle. See pages 6 for more information.

Something folded, something flew, something buckled, something blew!

You know, you don't have to be married to that old bike. Come on, we know you're out there, we see you in the repair shop every day. Aren't you tired of that old, heavy bike? Tired of the repair bills, the broken spokes, or the old fashioned shifters? Does your neck, back or butt hurt when you go riding? Do all of your friends laugh at your bike? Or, maybe you have a friend in this...unfortunate situation. Well, now's your chance to do something about it!

We'll give you (or them) \$175 for that old bike, no matter what it is, when you push, pull or drag it in to R+E Cycles and buy a Rodriguez! That's right! Your old bike is worth \$175 in trade, no matter how old, broken, or outdated it is!

Think we're crazy? That's kind of what our accountant thought when we told her we were going to offer this fantastic promotion last year, so this year we just didn't tell her. We want to see more people enjoy cycling on a new Rodriguez! Here's how it works. Just bring in that old junker. We'll measure you up for a new Rodriguez. It's that simple. You'll ride away on a comfortable, fast, up-to-date Rodriguez that will make all of your friends drool! You'll have to hurry, though, this offer is only good through October 14th!



HOURS

Monday ~ Closed
 Tuesday - Friday 12 ~ 6
 Saturday - 10 ~ 5
 Sunday ~ Closed
 by Appointment ~ anytime



R+E Cycles
 5627 University Way NE
 Seattle, WA, 98105
 206-527-4822
 fax 206-527-8931
 email Sales@rodcycle.com

The only shop around with a real coffee shop built right in.

Totally Tubular!

We weren't quite ready to give up on the 3 for \$10 inner tubes quite yet, so we figured something out. We ordered some inner tubes direct from the manufacturer in bulk (no packaging). We got 700X19-28c and also 650X20-28c. For these sizes, we can bring back the 3 for \$10 special. As long as you don't care if they are individually boxed, you can save some \$\$\$

**INNER TUBES
 SELECTED SIZES
 3 FOR \$10**



Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

Don't Blow It!

Why don't you pump it instead? Use this coupon to get a great deal on our best pump...the Joe Blow Pro. It's easy to use, and the gauge is mounted up high so it's easy to read. If you miss this special, you'll have definately blown it! Reg. \$70

With Coupon \$64.99



Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

Don't get stuck in a Jam!

Jenise's Jammers are the best tasting energy bar made. How do I know? I've eaten them. We think you'll agree, and we're going to let you try one for FREE! All you have to do is drop by the shop, and buy any drink from our coffee bar, present this coupon and we'll treat you to a Jenise's Jammer bar for FREE. Jenise makes them right here in Seattle! Reg. \$1.75

FREE Jenise's Jammer bar

FREE is a very good price

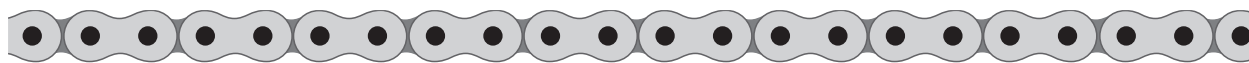


Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

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Bicycle Repair Classes at R+E Cycles



Welcome to your Bike \$50

Instructor - Ross

This is a one evening, 1-2 hour class for those who are new to, or recently rediscovered cycling. If you have a new bike, or an old bike, and just want to know more about it, this class is for you.

Bring your bike and your questions.

Topics will include:

- Basic gear shifting and riding technique
- Clothing and gear that make cycling more enjoyable
- How to clean and inspect your bike
- What kind of things to watch out for
- Question and answers (there are no stupid questions)

Next Dates are: Wed. Sept. 20 & Wed. October 4 (7:00pm)
To sign-up call 206-527-0360 (This class is limited to 5 people)
See Cancellation Policy below

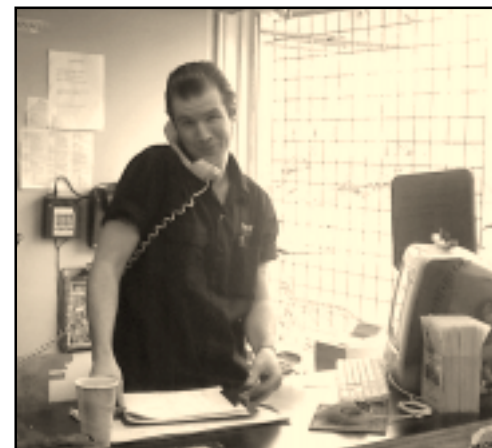


Getting Greasy! \$200

Instructor - John

This two-evening, personalized course is the perfect class for the person who wants to learn how to thoroughly care for their drivetrain (chain, bottom bracket, cogs etc...). During the class, you will get greasy! You'll learn the following and more:

- Basic alignment check (rear triangle and dropouts)
- Remove and clean your chain and reinstall
- Hub bearing adjustments
- Remove and clean your cranks and derailleurs and reinstall
- Bottom bracket adjustment
- Thorough shifting adjustments
- How to use several specific shop tools



This class is by appointment with John. To sign up, call 206-527-0360. Groups discounts available.

Road Side Repair \$65

Instructor - Ross

This one-evening, 2-3 hour class covers the basics of repairing your bike on the road. We will cover most of the basic repairs that strand people.

Learn how to:

- Fix a flat tire
- Fix a broken chain
- Make a minor adjustment to your shifting & brakes
- Know what tools and parts to carry with you on your bike

Next Dates are: Wed. Sept. 27 & Wed. October 11 (7:00pm)
To sign-up call 206-527-0360 (This class is limited to 5 people)
See Cancellation Policy below

For Roadside Repair and Welcome to you Bike Classes
Cancellations must be made at least 2 days prior to class date in order to receive 90% refund. Other cancellations are non-refundable.

Although there are no prerequisites for taking this course, we have a recommendation: We recommend that people either take the 'Road Side Repair' class before the 'Getting Greasy!' class, or be very familiar with everything in the 'Road Side Repair' class.

The Overhaul Course \$250

This 6-hour course is the class for the person who has the skills that the 'Getting Greasy' course covers, but wants to learn everything there is to know about their bike! In this class you will strip your bike and completely overhaul it. The price includes new bearings all around, and new cables & housings all around (other parts extra if necessary). Whew! Sounds like fun. Below are some of the things you'll learn in this extensive course:

- How to completely rebuild your hubs
- How to completely rebuild your bottom bracket
- How to completely rebuild your head set
- How to inspect your bearing surfaces for wear
- How to use bicycle-specific tools
- Fix a broken spoke
- How to align your dropouts on the frame & fork
- How to align your derailleur hanger
- How to install & pre-stretch all the cables

This class is by appointment with John. To sign up, call 206-527-0360. Groups discounts available.

WARNING: THIS CLASS IS NOT FOR EVERYONE

Prerequisites for taking the overhaul course are:
If you are not comfortable with performing basic maintenance on your bicycle already, this class is too advanced. We recommend that people either take the 'Getting Greasy' class before the 'Overhaul' class, or be very familiar with everything in those classes.

Diamonds are Forever

If Diamonds are forever, then a Phil Wood bottom bracket is the next best thing. A Phil Wood bottom bracket is made in the U.S., and carries the best warranty in the industry. Phil Wood will repair or replace one of their bottom brackets for 5 years from the date of purchase if it wears out. I've seen 25 year old bikes come in with

Phil bottom brackets that are still like new. Other bottom brackets only last 1 or 2 years for our heavy duty commuters. So, even though the Phil is more expensive in the beginning, over time it saves you lots of \$\$\$\$.

Use this coupon to get a Phil Wood bottom bracket installed in your bike for just \$100 with the purchase of any Seasonal Service or Overhaul in our repair shop.



SAVE \$40

Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

Where the Rubber Hits the Road

Use this coupon to save 20% on any pair of tires we have in stock when you purchase a Seasonal Service or Seasonal Overhaul in our repair shop.

SAVE 25%



Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

A Friendly Reminder?

If you have a friend who's uncomfortable on their bike, why not remind them about our NEXT fit™ system at R+E Cycles. Even if they didn't get their bike from us, they can still benefit from our 30 years + of fitting and building custom bicycles.

NEXT fit™ is the most accurate method of fitting bicycles available.

We offer two different fitting services with our NEXT fit™ system.

NEXT fit™ computer recommendation \$35

This service is good for satisfying your curiosity. We will perform all of the body measurements, and print out a computer recommendation of a good 'starting point' for bike sizing for the type of riding you enjoy.

NEXT fit™ complete fitting solution \$200

(does not include parts and installation charges)

This service is guaranteed to solve comfort problems. With this service the rider makes an appointment and brings in their bike and riding clothes. We perform the full fitting service, and make adjustments to the bike. Up to 3 follow up appointments are included if needed at no extra charge.

Call 206.527.4822 for an appointment today

NEXT fit™



Only at R+E Cycles • Seattle WA
www.rodcycle.com

We Have The Best Customers In The World

Just wanted to thank Smiley and John.

I recently had brought my bike by the shop to have my chain checked, because it kept coming off while going into low gear. I took it to another shop and they tried to repair it several times, and still could not fix it. They told me that it was just an entry level bike, and that I should expect that problem. I was becoming a little flustered by this time.

I have two friends that had purchased Rodriguez bikes and they told me to take it to R&E and they could repair it for me. By this time I was a little reluctant, but I took it in. WOW! what service....I walked in, told Smiley my problem, and he introduced me to John (mechanic). John looked at the bike and within a few minutes adjusted the derailleur and went out and rode the bike, **and its works!!!!**

I also bought a bike bag while I was there and one of the salesmen (sorry didn't catch his name) offered to install it for me at no charge. I was a little shocked at the service I received at the shop, because I had never experienced service like that before. I will recommend that others go to R&E for service and sales. R&E is what I would call a real bicycle shop with real service. You have definitely won a new customer advocate!!!!!!

Thank you.....Nina M.

I want to say thanks to Nina's friends for referring her to our shop. As a small independent shop, we count on you to spread the word. Thanks again, it's much appreciated. You can read this and other customer letters that we've received in our on-

line customer scrapbook at

 www.rodcycle.com

Curious?

Use this coupon to find out what our NEXT fit™ computer recommendation for your bicycle fit is. Reg. \$35
With Coupon \$25

SAVE \$10

NEXT fit™



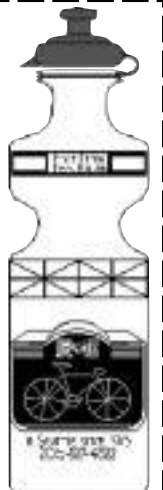
Only at R+E Cycles • Seattle WA
www.rodcycle.com

Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

All Bottled Up!

Go through your cupboards and throw out those old nasty stinky bottles and come in here for a 2 for 1 special. Reg. \$3 each

2 for 1 bottles



Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

Get Comfortable!

Use this coupon to receive a NEXT fit™ full fitting service for just \$150. Reg. \$200
Call 206-527-4822 for an appointment.

SAVE \$50

NEXT fit™



Only at R+E Cycles • Seattle WA
www.rodcycle.com

Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

Catch The Metro!

A super sweet handle bar bag! Small footprint keeps your flight deck uncluttered, and your STI shifters swingin'. Main compartment holds your essentials. Front organizer pocket. Slim-profile KlickFix attachment. Shoulder strap. H2O proof zipper. Reflective piping and patch. Volume=150 cubic inches Reg. \$50

Use this coupon to save \$10 on the De-tours Metro Handle bar bag. Limited to stock on hand.

With Coupon Just \$39.99



Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

It's a Gas, Gas, Gas... ...Saver!

Admit it. You've been considering commuting all year round now that gas prices have hit \$3.20 and rising! Do you think that riding in the cold and wet weather is intolerable? Do you look at those die-hard folks out there and think "Man ... I wish I was that tough!" Well, I'll let you in on a little secret. It's really not so bad if you're prepared, and have the right equipment.

We have customers from every walk of life who commute all year round. We have social workers, Microsoft programmers, judges, factory workers, bike mechanics, frame builders, dentists, P.T.'s etc.... who have managed to ride their bikes to work **even** in the winter. Over the years, they have zeroed in on the best ways of coping with the elements and you're about to learn their secrets in just a few minutes of reading.

If you've recently found yourself thinking about riding to work (even just a couple days a week) this winter, we'd like to help you out with some suggestions. These are the secrets that our year round commuters use in the cold, dark and wet.

Spread throughout this newsletter are many specials for the year round commuter.

Look out die-hards, your secrets are about to be revealed in this issue of R+E Cycles News. Those lonely bike routes are going to be clogged this winter with former 'fair weather' commuters!

Fenders
Don't look like a skunk, or get your feet wet! Sometimes, in our part of the country, it rains! Riding your bike in the rain is quite tolerable with a good pair of fenders.
See page 7

Head Lights
Don't get caught in the dark! As the winter sets in, it gets dark very early. It is vital to have a good head light, especially if you are a commuter.
See Page 5

Tail Lights
Make sure drivers can see you well! As the winter sets in, you will definitely want a good tail light.
See page 7

Racks
Winter riding requires a few more pieces of clothing. Make sure you have a rack, or a good way to carry the layers of clothing that you'll need to take with you....just in case....

Winter Tires
Nobody likes changing flat tires in the rain! The wet winter roads mean more glass will stick to your tires. A good set of puncture resistant tires is recommended, and very affordable.
Coupon page 2

The Eyes Have It!

I want to be clear about one thing. When riding in rain and dark, you'll want some clear (or amber colored) glasses for your eyes. Use this coupon to get yourself 2 pair (or one of each) for the price of one. Just \$19.99 for 2 pair

2 for 1 eyeshields

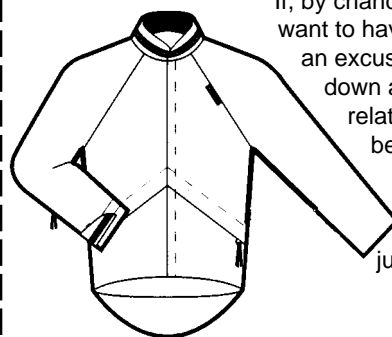
I like the amber colored as it seems to fool my mind into believing that it's actually sunny outside.



Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

Save Your Marriage!

If, by chance, it's raining when you leave work, you'll want to have the right jacket. If not, it might give you an excuse to call you're significant other to drive down and pick you up after work. Why put your relationship at risk this way when we've got the best rain jacket made? We'll even put 'em on sale for you. Come on...you know it's the right thing to do! Use this coupon to get a Burley Rock Point rain jacket for just \$134.99 Reg. \$160.



SAVE \$25

Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

The Ears Have It Too???

Helmufs are the coolest invention for winter riding I think. Every year, the Helmuf guy knows the season is coming when we give him a call to order our first round. These puppies slip onto helmet straps and give your ears a polyfleece massage all the way to work and back. They never get lost like a pair of ear warmers because they stay on your helmet. Reg. \$15



With Coupon \$12.99

Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

Save Your Fingers!

If your commute is anything like mine, it's all down hill on the way to work. Sounds great, except my hands freeze in the morning. An easy solution for this problem is a good pair of long finger bike gloves. Use this coupon to save 15% on any pair of winter gloves that we have in stock. From \$35



SAVE 15%

Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

Put all your Junk in the Trunk!

For commuting in the winter, you'll need a waterproof place to keep your clothes, lunch and all that other junk that you need to carry back and forth to work. The rack trunk is a bag that sits on top of your rear rack, and is designed to have just enough space for a change of clothes, and maybe a sack lunch. They are also designed to be removed from the rack fairly easily so that when you get to your destination, you can lock up your bike, and take the bag in with you to change your clothes. This would seem to be the perfect thing for the bicycle commuter.....Well, almost.

The problem is that with most of these rack trunk bags, you have just enough room to put your change of clothes, but not your shoes. Or, if you can get everything in it, you have to compress it very tight to close it, and your lunch gets smashed. Or, your shoes have dirt on the soles, and now so do your work clothes. The only option for the commuter has been to have a rack trunk and a set of panniers...kind of a clunky (and expensive) solution. Not to mention the fact that when you get to work on a cold day, you have to struggle with the 5 velcro straps holding the bag onto the rack with your cold hands.

Luckily, no more! The Topeak rack trunks solve all of these problems. At first glance, the MTX trunk bag looks like a regular rack trunk, but it is far from it. Being a rack trunk enthusiast myself, I immediately ordered a bunch of these when I saw how they worked during a recent trip to one of our suppliers. The first thing that I noticed was the way the bag worked in unison with the Topeak rear rack to mount by just sliding and 'clicking' it into position....no more need for those clumsy velcro straps that get slimy and soggy in our wet, winter weather. This by itself was pretty cool, but then when I unzipped one of the side pockets, it revealed a small pannier that rolled right out! I immediately thought of my clothes, lunch and shoes in completely separate compartments! Since these bags are a huge hit at R+E Cycles, we've had a hard time keeping them in stock, but we've got a special stash just for you!



The bags are made in 2 sizes, and come with or without the side panniers. The cost of the bags are similar to the old fashioned, high quality trunk bags (\$60-\$90) and the Topeak rack (required for the quick release feature) sells for \$30.

Don't Get Caught In The Dark!

In the winter, it is dark as early as 5:00 PM, and some people like to have the finest lighting system available. There are several things that make a lighting system great:

- Brightness** (will it light up the road, or is it just a safety precaution?)
- Burn time** of the battery (will it give you good light for your full ride?)
- Reliability** (what experiences have others had with the system?)
- Warranty** (how long will you be without your lights if they break?)
- Value** (does it fit your budget?)

Over the years, we have found that several of the lighting systems on the market measure up in some or most of these qualities, but only one meets all of them. The CYGOLITE™ systems are the lights that we have chosen to be our featured light systems. This year we have selected 4 CYGOLITE™ models to serve the Northwest cyclist:

System 1 \$99.99

Nite Rover
12 Watt Halogen (dual bulbs)
3-beam patterns
3 hour NiMH battery
Quick release mount
Lightweight bottle cage mounted battery
Helmet mount available

System 2 \$129.99

Nite Rover XTRA
16 Watt Halogen (dual bulbs)
3-beam patterns
6 hour NiMH battery
Quick release mount
Lightweight bottle cage mounted battery
Helmet mount available

System 3 \$179.99

Hi-Flux 200
10 Watt Halogen (single bulb)
SSR Optic technology
2 beam patterns
Up to 50 hour battery burn time
Quick release mount
Lightweight bottle cage mounted battery

System 4 \$239.99

Dual Cross
2,500 Candlepower Dual bulb
Waterproof light enclosure
8 hour run time
Quick release mount
Lightweight bottle cage mounted battery

CYGOLITE™ product warranty:

- 1-year warranty on lights
- 3-month battery warranty



The best feature for any of these systems is not something that one can see immediately. It's the quality of the product, and CYGOLITE's willingness to stand behind that product.

What happens if your light fails under warranty??

Our policy, when possible, is to give the customer a new light if theirs fails under warranty, instead of sending it in for repair while the customer waits (sometimes a month or more). In the past, we have had a hard time with other lighting companies standing behind their product, even on a very expensive light. We found a high number of failures in almost every brand that we carried, and no willingness on their part to send us a replacement. CYGOLITE™-We have sold CYGOLITE™ product since 1996, and had the lowest failure rate that we have ever experienced in a lighting system. On the rare occasion that there is a warranty failure, the customer has left our store with a new part.....no waiting, and CYGOLITE™ took care of sending us a new product pronto!

Big Bags Full of Cash!

OK, maybe not full of cash, but full of everything you'll need for the day, and we'll save you some cash while you're at it. The Topeak Trunk rack is a Killer item for commuting! Use this coupon to save \$10 when you purchase any model of the Topeak rack trunks and a Topeak rack at the same time.

SAVE \$10!

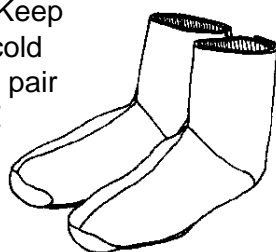


Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

Nice Booties!

We've got nice booties and they're on sale! Keep your feet warm this winter. If you don't like cold feet, then you'll be glad that you picked up a pair of nice neoprene booties by Potenza at R+E Cycles, and saved \$10 in the process. Reg. \$35 Sale \$27.99

SAVE \$7



Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

But I Wanna Look Cool!

Having a stripe of mud up your butt **never** looks cool. So even though fenders are considered 'uncool' in some circles, they are your first line of defense for winter commuting. You don't have to leave them on in the summer, but you'll be glad you bought a set and had us install them for the winter. Use this coupon to get 1/2 price installation (reg. \$35) on any full fender set in stock. Full fenders start at \$30.

SAVE \$17.50

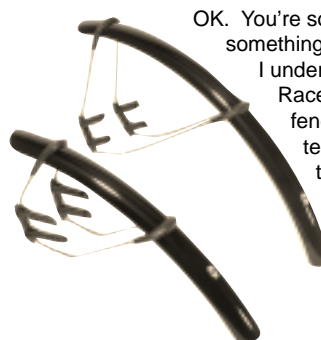


Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

We won't tell if you don't

OK. You're sold on fenders, but you just can't bear to put a set of something so uncool on your totally sweet new ride? No problem, I understand. You can preserve your coolness with a pair of Race Blade (or Race Blade style) fenders this winter. These fenders can be removed or installed in seconds. We won't tell your friends that you bought a pair either (chances are they already have a set and we're just not telling you). Use this coupon to receive a 15% discount on any pair we have in stock (reg. from \$34.99)

15% Discount



Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

A Disappearing Act!

It seems that several of our customers have disappeared this summer!

Not to worry though, they've been returning with some remarkable stories of their experiences. It seems that they were disappearing to places like France, England, Spain, Italy, Boston, New York state, etc.... They took their lightweight, high performance Rodriguez bicycles with them. They spent the days cycling the countryside, and the evenings enjoying whatever culture the area had to offer.

The bike that made it all possible? The new Rodriguez Houdini line. The Houdini is not a touring bike, but a high performance Sport/Race bike that breaks down easily to fit into the same 26"X26" suitcase (sold separately) as our famous 'Ultimate Travel/Touring Bike'. This enables you to fly with your bike anywhere, and avoid the charges and nuisance of hauling your standard bike.

If you're a bicyclist who wants to travel with your bike for business or pleasure, but you still want to travel light, this bike is for you! It's the perfect bike for fast and light day touring while continent hopping.

The frame is made from lightweight OX Platinum tubing, and

comes in 4 different paint designs (+ custom). It is available in 15 stock sizes to fit men and women, as well as custom sizing for a \$200 upgrade.

So, if you'd like to become an escape artist and perform your own disappearing act, why not give us a call to talk about the new Houdini bicycles from Rodriguez?

Check out the specs below.



Houdini Mirage \$2,699		Houdini Veloce \$3,299.99		Houdini Chorus \$4,299.99	
Tube Set	OX Platinum	Tube Set	OX Platinum	Tube Set	OX Platinum
Fork	Profile carbon fiber	Fork	Profile carbon	Fork	Profile carbon
Shift Levers	Campagnolo Mirage Ergo	Shift Levers	Campagnolo Veloce Ergo	Shift Levers	Campagnolo Chorus Carbon
Brakes	Tektro Dual pivot	Brakes	Campagnolo Veloce	Brakes	Campagnolo Chorus
Bottom Bracket	Campagnolo SC-S	Bottom Bracket	Campagnolo	Bottom Bracket	FSA SLK Mega EXO
Cranks	Campagnolo Triple	Cranks	Campagnolo Veloce Triple	Cranks	FSA SLK Carbon Fiber
Front Derailleur	Campagnolo Xenon	Front Derailleur	Campagnolo Veloce	Front Derailleur	Campagnolo Chorus
Rear Derailleur	Campagnolo Mirage Triple	Rear Derailleur	Campagnolo Veloce	Rear Derailleur	Campagnolo Chorus Carbon
Chain	Campagnolo Record	Chain	Campagnolo Record	Chain	Campagnolo C10
Hubs	Formula Sealed Bearing	Wheels	Campagnolo Vento	Wheels	Campagnolo Vento
Rims	Velocity Aerohead	Tires	Serfas With Kevlar Belt	Tires	Vredstein
Spokes	DT 14G	Headset	Orbit X cartridge bearing	Headset	Orbit X cartridge bearing
Tires	Serfas With Kevlar Belt	Handle Bars	Profile H2O	Stem	FSA OS115
Headset	Orbit X cartridge bearing	Tape	Cinelli Cork	Handle Bars	FSA K-Force Carbon
Handle Bars	Profile H2O	Seat Post	Carbon fiber	Tape/Grips	Cinelli Cork
Tape	Cinelli Cork	Saddle	Serfas Cosmos/Curva	Seat Post	Carbon fiber
Seat Post	Alloy			Saddle	Fizik Rondine
Saddle	Serfas Cosmos/Curva				

A World Wide Success!



The Rodriguez Ultimate Travel Bike (UTB), or Willie Weir Adventure, has become an international success here at Rodriguez! It's a real touring bike that comes apart and fits into a 26"X26" suitcase. Apparently, there are a lot of people out there who want to travel with a touring bicycle that can handle anything. This year we've sent a few to Japan, one to Boston, and I'm working with people in Afghanistan and Chicago currently.

There's something that we love about this bike, too. The energy from the people who have bought them after they come back from their trips. It really seems that travelling the world by bicycle can change lives, and the UTB makes that travelling a little easier. Several couples have purchased pairs of the UTBs and taken them on tours.

Willie Weir is right when he says 'looking at the world from a bicycle can change your life'. The Ultimate Bicycle Traveller, Willie Weir, has been riding a Rodriguez bike like this for over a decade. In 2004, Willie helped me design an Ultimate Touring Bike that we could offer to our customers. He, as usual, was full of magnificent ideas and we came up with a fantastic design that has stood the test of time. Read more about Willie Weir, his books, and his adventures at www.willieweir.com



Willie Weir riding a road that doesn't even exist!

Read more about Willie Weir, his books, and his adventures at www.willieweir.com

Rodriguez Willie Weir Adventure

Our Ultimate Travel Bike (UTB). This bike is rugged, well thought out, designed by someone whose life is bicycle touring, and hand-built right here in Seattle by a company with over 30 years in the business. If you want to ride without being limited to smooth, paved roads, this is your bike. If you

want go continent hopping, and bring your bike along for fun, this is your bike. If you want to have the experience of a lifetime on a bicycle, this is your bike. The Rodriguez Willie Weir Adventure is ready for anything. Come in and try one out! Now you can own a Rodriguez UTB for the unbelievable price of just \$2,699!

"Your New Bike is Ready"

Every September we get several customers who wanted a new bike this season, but life got in the way, and now they think it's too late. Just yesterday I got a phone call from a woman in California. We had been emailing back and forth earlier in the month. She has some races and some triathlons left to do this season, but assumed that it would be too late to have a custom bike made in time for her events. She apologized that she was so late in getting back to me, but she had to go out of the country for a while. I could tell that she would like us to work a little magic for her. She asked how long it would take to build her new custom bike. I told her "well, our backlog is just under 2 weeks right now". I could hear her jaw drop from the other end of the phone. "Great!" she said. "I can have my bike for my upcoming events!". She was very surprised.

The story is that our new manufacturing system is working so well that we have now been building bikes for the shop floor as well as the pre-sold customer bikes. Our backlog is 2 weeks or less for any bike that's not in stock currently. That's the shortest backlog that we've ever had, and as far as I know, the shortest wait time in the custom bike industry. I'm sure someone will correct me if I'm wrong. (am I?)

It's been very exciting this season to call a customer 10 days after they ordered their new bike to say "your new bike is ready, when would you like to come in to pick it up?" "Really!!!???" is usually the reaction we get.

So, if the summer got away from you, and your life just didn't allow you to get that new bike on the way earlier, realize that at R+E Cycles, **it's not too late**. We can hand build your new bike, and you can still get a lot of great riding in this season. Why not take advantage of our \$175 bike trade in (see page 1) while you're at it.

Rodriguez Models (all models available in 15 sizes plus custom)

Road/Touring

Sport Mirage	\$2,099
Adventure Touring	\$2,199
SL Veloce	\$2,699
S3 Veloce	\$3,399
S3 Chorus	\$4,699
Trillium	from \$7,499

Tandems

Test Pilot	from \$3,498
Test Pilot Travel	from \$4,098
Toucan	from \$3,699
Toucan Travel	from \$4,699
8-Ball Convertible	from \$6,099

Travel bikes

2007 Houdini Mirage	\$2,699
W ² Adventure UTB	\$2,699
2007 Houdini Veloce	\$3,299
2007 Houdini Chorus	\$4,299

Go to www.rodcycle.com for photos, specifications and descriptions of the 2006 bikes and tandems

Flash Flood

Flood the driver's eyes with flashing red light! This Blackburn Mars 2.0 flashing tail light is perfect for the winter commuter. It can mount directly onto your rear rack, or it can be clipped easily onto a backpack. 3 modes to fit your mood. Solid, regular flash, or disco pattern. Reg. \$20



With Coupon \$14.99

Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

Light Of My Life

Here's a quick, inexpensive way to set your bike up for the 'whoops I worked late and it got dark' situation. The Pyramid combo has a quick release front and rear light all for one low price. Reg. \$30 We'll make just \$25 (now that's a deal!)



SAVE \$5

Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

Afraid of Commitment?

Your not sure if the weather will stay what it is right this moment right? Should I commit to the full tights and winter jersey.....or will I be too hot? Maybe I just won't ride in today because I can't tell what the weather might do. Nonsense we say! Use this coupon to get a pair of arm and leg warmers so you'll be prepared for anything. Arm warmers and leg warmers convert your summer gear into winter gear, and are easily removed if it heats back up. We'll give you a 10% discount when you buy a pair of each at the same time. Arm warmers reg. \$24-\$30 Leg warmers reg. \$30

SAVE 10%

Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

Don't Be Overlooked

When commuting in the winter, one of the best ways to be seen is a good reflective vest. Use this coupon to get one at R+E Cycles for just \$12 while they last. Reg. \$15



SAVE 25%

Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

A Blast From the Past....

AL26 Tandem owners read this!

Back in the late 1980's we sold a Rodriguez aluminum tandem that was made for us by American Mfg (the AL26). The tandems were beautiful polished (or brushed) aluminum and incorporated a replaceable tab on the rear drop out for mounting the derailleur on (the same one that American used on their aluminum bikes). A problem arose several years ago when the replaceable part became 'no longer available'. I originally had an emergency batch of them made by a machine shop in Oregon, but we ran out of those, and then that machine shop went out of business.

I always wanted to update and improve the design of this part anyway. It was originally machined with pretty loose tolerances, and bent easier than it should. The derailleur was too low, and too far forward so it was difficult to remove and reinstall the wheel with the skewer in the hub. As people brought in these old bikes to upgrade them to modern shifting, the derailleur was too far forward to shift well.

Well, our machine shop is running so smoothly this year that I decided that we should try and make a batch ourselves. I located someone who had one of the tandems in question, and borrowed it for a while. We now have an improved model of this part in stock for those of you who have one of these tandems (or an old American Mfg. bike). This one is lighter weight, and addresses the shifting issue as well as the wheel removal issue. It only runs \$35.



It's a Golden Band

A reflective leg band is a popular item with our year round commuters. It is made from reflective material and velcros around your leg to keep your pants out of the chain ring. Reg. \$3

With Coupon \$2.29

Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

The Complete Package

No shoe is complete without a pair of Superfeet insoles. Put these into your bicycle shoes or your everyday shoes. I'm wearing a pair in my combat boots right now! Reg. \$35

With Coupon \$29.99

Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006



...and a Sneak Peek at the Future!

Give Me A Brake!

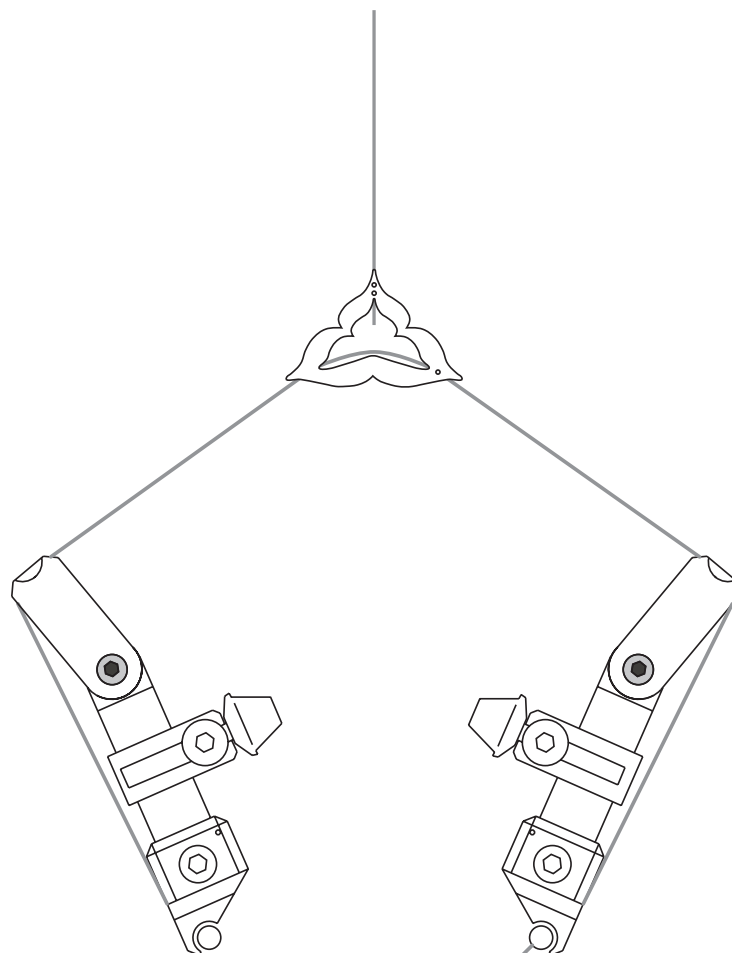
The benefits of cantilever brakes are undeniable. Length of pad wear, ease of mounting racks, fenders, wide tires etc... We love the cantilever brakes of the past, and we're hard at work developing the cantilever brake of the future. I've told a lot of you that we have a design that we've wanted to try and now it's here. Below is a drawing of the Trillium Big Squeeze cantilever brake. We have 2 prototypes of this new brake in service now, and we're thrilled so far.

The Big Squeeze offers several improvements over any cantilever brake available.

- 1.) The toe adjustment is very easy to fine tune (no notches). This makes it much easier to align the pads and adjust out any brake squeal.
- 2.) Angle adjustment is necessary in a cantilever to adjust for different frame designs/sizes. Usually, this adjustment has to be done using the posts on the brake pads. This often causes a lot of flex resulting in loss of braking power or that deafening squeal. On the Big Squeeze, the pivot at the top of the arm allows for angle adjustment. This means that the pads can be set to full depth against the mounting hardware. A much firmer feel, and less vibration is the result (no squeal).
- 3.) In a traditional cantilever design the brake loses power as the saddle (or yoke) raises upwards. So, the more you apply the brake, the more your mechanical advantage is diminished. The Big Squeeze eliminates this problem by pulling from the bottom of the brake arm.

How about that? All the advantages of a cantilever with all the major drawbacks solved. If you race cyclocross, you'll probably see some of the prototypes out there this season. If you ride a tandem or a touring bike, you'll want to check these out for next season.

Available in March 2007



We're Going Off Track!

You've probably heard by now of the single speed craze. If you haven't heard, then here's what's going on. Single speed bike sales are on the rise. It seems that people are taking their track bikes off of the track and onto the road.

You'll see them everywhere. You'll see them in the bike rack in front of our shop (employees bikes) to riding single track on Tiger Mountain.

What is a single speed bike?

A single speed bike is simply a bike with one gear but comes in many forms.

- A track racing bike (for the purist)
- An old road frame that has been built up with only one gear (for the scavenger)
- A single speed mountain bike (for the masochist)

Some single speeds have a freewheel that allow you to coast, and some have a fixed gear (fixie) that allows no coasting (this is the way that a track bike is built).

Why?

For fun. The single speed bike is an addition to most people's biking experience. There is very little maintenance. The bikes run very quiet, and they are light without all of those gears. Some people like them to help improve their cadence (fixies). I've got one customer who has bought several bikes from us over the last couple of decades, and he says that the single speed is his choice when he wants a 'bounce around town' fun bike. Single speeds also appeal to that minimalistic side in all of us.

Though there are several different styles of single speed, all of them have one important thing in common. All single speeds need to have a good way for the chain to be tensioned, and this is what the rest of this article is about.

This afternoon a customer was asking how he could adjust his chain on his newly converted single speed (a recent convert). His bike was not made as a single speed, and it was a difficult bike to figure the chain adjustment on. I said, "wouldn't it be great if we could just cut out the old bottom bracket shell and install one of our

Bushnell eccentrics?" He asked "how much would that cost?". I had never thought about it before, but it occurred to me that last winter we did several conversions, and had to deal with various solutions for chain adjustment. If we came up with a conversion for the Bushnell eccentric onto a road or mountain bike, we would solve every problem related to these 'conversions'.

There are 2 ways to get a single speed bike. One way is to buy a new frame (or bike) that is already set up for this purpose. The other (more common option) is to buy an old frame and convert it to single speed (a lot of people already have an old road or mountain bike laying around, but it has the wrong dropouts). Most bikes made since the late 1980's have vertical dropouts (this translates into 'no way to adjust the chain tension').

If you manage to find a bike with old style dropouts, you will still have to readjust your brakes every time you move your wheel to adjust the chain (this is a big pain especially with disc brakes).

If you get a new, high end single speed frame, it will probably be set up for an eccentric bottom bracket. An eccentric is mounted into an oversized bottom bracket shell. This allows for chain tension adjustment by easily moving the crank instead of moving the rear wheel (perfect if your frame has disc or caliper brakes on it). If you get a really high-end single speed frame, it will come with the Bushnell eccentric (which, if you've been reading my newsletter, you know is manufactured right here in our shop).

BUSHNELL



This winter, we're going to offer a new conversion. You can bring in any steel frame, and we'll convert it for a Bushnell eccentric chain adjuster for just \$350. This includes the welding, and the Bushnell eccentric itself (reg. \$125). Paint services and disassembly/reassembly services are extra.

To read more about the Bushnell eccentric and its history, visit the 'parts we make' section of our website at www.rodcycle.com

Smiley's Special Stash

We've got a pile of shoes that have been hanging around for a while. They are odds and ends left over from the last couple of years. With winter coming on, I thought they would be perfect to sell as commuting shoes. Every week Smiley asks "Can't we do something to sell these old shoes?". Well, Smiley, here it goes. you can sell them for anything you want to. Use this coupon to come on in and negotiate a price from \$1 up with Smiley.



With Coupon \$Talk to Smiley

Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

Total Eclipse of the Heart

If saving money is an issue close to your heart, then we've got a deal for you. It seems we have a few Giro Eclipse helmets in Blue/White left over from last year. We're gonna mark them down for sale to just \$45. Reg. \$100



SAVE 55%

Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

Unforgettable!

Lock your bike with a Doberman cable lock from On Guard and you'll never forget your combination because it's resettable. I have mine set to my anniversary, Aug. 18, so I can never forget it. Wait a minute...did I just tell you my combination? Dang! Now I'll have to change it to my wife's birthday. Reg. \$23



With Coupon \$18.99

Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

Know Who's Behind You

When commuting, it's great to know who's behind you without having to swerve into traffic. Use this coupon to get a Cateye bar-end mirror for just \$5.99 Reg. \$10



SAVE \$4

Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

Taking The Plunge

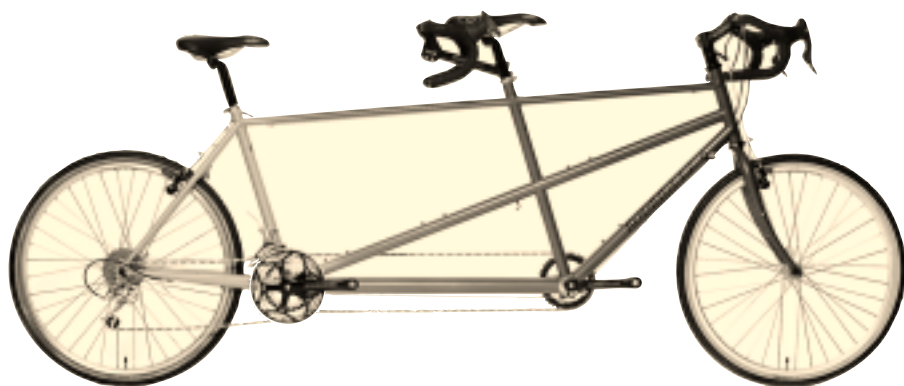
Tandem season is back and lots of people are taking the plunge. Right after STP is always a busy tandem time, and this year has been no exception. We've built several tandems this month alone, and we are seeing more and more couples everyday asking about tandems. Now for a song:

♪ Daisy, Daisy give me your answer, do
 I'm half crazy all for the love of you.
 It won't be a stylish marriage,
 I can't afford a carriage;
 But you'll look sweet
 Upon the seat
 Of a bicycle built for two ♪

Words & music by Henry Dacre (1892)

If you can sing the final verse of this song to us, then we'll give you a Tandem 101 class for FREE

\$50 value



Rodriguez

Rodriguez tandems are handbuilt, one at a time, right here in our shop. Prices start at just \$3500

Avoid Marriage Counseling

At R+E Cycles, we know the importance of having fun on a tandem. Your first ride together can either be fun, or it can be cause for marriage counseling. The difference is all in knowing what you are doing on the bike.

This is why we offer Tandem 101 lessons for beginners to tandem riding (\$50). We will take each of you out on a tandem with one of us to teach you things like:

- How to get started
- How to stop
- How to shift
- How to communicate

Then, after the lesson, you can ride one of our tandems for the rest of the day. This way, you'll know how to ride, and you'll get to try a tandem for a day to make sure you like it before you purchase one. If, in the future, you decide to purchase a tandem from us, then we'll refund your class fee of \$50 at that time.

The classes are by appointment.
 To schedule a time call us at 206.527.4822



KHS

We also stock KHS tandems. KHS tandems start at just \$1,200 and are an excellent value.



paid advertisement

Working Together to Achieve Incredible Results

Buying or selling a home requires planning, teamwork and a sense of adventure. It also takes a captain who knows the road. Let me put you on the road to success.

James Lupori
 Associate Broker

Prudential Northwest Realty Associates

Please contact me with any of your real estate needs or questions. You can always reach me at:

(206) 713-2102
 Or

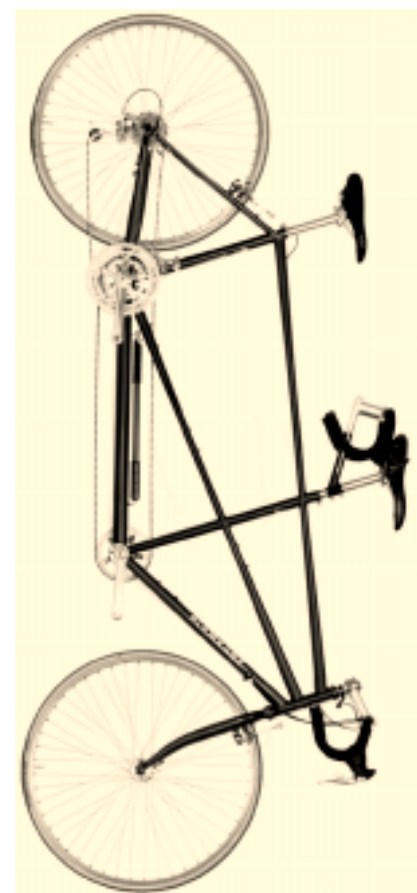
Begin your adventure by logging into:
www.pnwrealty.com
 Enter my name, go to my website and start pedaling!



Picture taken during a 1998 cross-country tour from Shoreline, WA to Bar Harbor, ME
 And you think your stoker is tough!

James & Virginia are the owners of a custom Rodriguez tandem built in 1997. We are proud to be associated with the best independent bicycle shop in America:

R+E CYCLES



Download The Update!

Yesterday I went on line and downloaded a couple of updates for software and hardware that we own. I got to thinking that it would sure be cool if we offered an update for Rodriguez bikes that we've sold through the years.

So, if you've owned your Rodriguez bicycle for a couple of years, we're going to give you a chance to download all of the updated features and paint colors that you've seen on the brand new Rodriguez bikes (at an incredible price I might add).

Have you got a Rodriguez bike that you love? Maybe you've considered a new bike, but you really love your old one? This summer we've had a lot of people who have older Rodriguez bikes asking about all of the new lightweight, comfortable products that I've talked about in the newsletter. We thought it would be a great idea to offer an 'update' special. Instead of just your usual winter overhaul, now we can update your Rodriguez to 2006 performance and comfort.



This offer is good on all Rodriguez bicycles*

Here's what it includes:

- Complete overhaul of all bearings and parts
- Complete wheel truing and tensioning
- All parts cleaned thoroughly
- Everything adjusted properly
- Complete new paint job (any color you like)
- All new Campagnolo cables and housing
- K-Wing handlebars and stem
- Carbon fiber seat post

Regular pricing:	
\$250	Overhaul
\$500	K-Wings
\$17	Cinelli handle bar tape
\$425	Paint Job
\$75	Campagnolo Cables
\$65	Carbon Fiber seat post
\$1,332	Total Value

Complete update package just \$999
From October 1st through Christmas 2006
**Tandems not included*

Only the best!

Genuine Campagnolo cables and housing for your genuine Rodriguez bicycle.



A pain in the butt?

A carbon fiber seat post will lighten your bike and rides more comfortably than an aluminum seat post.

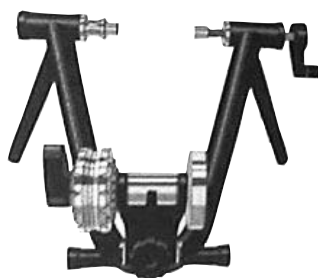


Hands Down...

...the best way to improve the comfort of your bike is a set of FSA K-Wing handle bars.

A Work in Progress!

Is your body a work in progress? Don't backslide this winter. use this coupon to pick up a Cyclops Mag trainer and save a few bucks in the process. Reg. \$220



With Coupon \$199.99

Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

It's a Big 'Ol Dog!

If you really need a good lock, then the On Guard Bulldog is for you. It's like a classic U-lock, but uses a different key system than the old U-locks that were easy to pick. Reg. \$35



With Coupon \$29.99

Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

Wardrobe Malfunction?

Old shorts are see through, smelly shorts. Don't wait until your significant other has to look for reasons not to ride or be seen with you in your shorts. Craft shorts are superior quality, and come with an antibacterial chamois. Reg. \$100



While they last \$87.99

Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

We Only Have Eyes For You

Maybe not eyes, but we do have glasses for you. Serfas sunglasses are high quality eye protection and they come with 4 sets of lenses in various colors. Reg. \$50



With Coupon \$39.99

Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006



The Trillium Outlaw -

Sorry professional racers, this bicycle has been banned by the UCI. It's considered an unfair advantage to race a bicycle this light!

Do you need a carbon fiber frame to get your bike weight below 15 pounds? Most people think so. How about tubular tires (the kind that are glued onto the rim)? Sure they're really light, but they're really not practical for everyday riding. What about tearing the leather off of your seat, or riding with no water bottle cages? That would lighten up the bike, right? How about drilling extra holes in the components, or riding with downtube shifters instead of new integrated shifting? Believe it or not, these are just some of the things that people will do to make their bike light....really light....like too light to race professionally.

Scott started talking with me about making a really light Rodriguez Trillium bike to have on the shop floor this season. A bike with all stock parts, and no crazy modifications (no extra holes drilled in the components, and the leather still on the seat). We've built a few of these for customers, but never one to put on the floor. When I over heard some guys in a coffee shop talking about their 17 and 16 pound carbon fiber bikes as if they were the lightest bikes ever built, I realized that we should have one of these on the shop floor for people to see. It's one thing for us to tell you that we can build a sub 15 pound bike (including pedals and bottle cages), and it's another thing to lift it for yourself, and see it weighed on a digital scale right before your eyes.

Paper Doesn't Refuse Ink

My Father-in-law always says "paper doesn't refuse ink". I've learned that he's right. Just because it's printed in a catalog, doesn't mean that a bike is as light as

is says. I've seen bikes that weigh over 3 pounds more than their stated catalog weight. On occasion, I've pressed the issue with those sales reps. They usually say something like "I'm sure that was the weight before pedals" or "that was probably the weight for a smaller sized frame" or "you can't trust your scale". (I know my scale was right)

Nothin' Up Our Sleeve

This bike is one of our medium sizes (roughly equivalent to a 54cm frame), has 700c clincher wheels, Speedplay pedals just like the ones that many of us ride everyday, and a water bottle cage on it before weigh in (I didn't put a bottle full of water in it though). The shifters are modern integrated design, and **all the components are stock with no modifications.**

Trust but Verify

If you've got freinds that are constantly telling you about their super light weight carbon fiber or titanium bike, come by the shop with them sometime, and we'll weigh it for them on our digital scale. That way, they can be sure that it's lighter than a steel bike (wink wink), and that their sacrifice of ride quality was worth it.

No Sacrifice!

The Trillium Outlaw gives you all the bragging rights of having the lightest bike, as well as the most comfortable and best fitting bike in the pack. The Outlaw rides comfortable like a steel bike because it is a steel bike.



6 year old, 39 pound Grace Lifts the Outlaw over her head

The Specs	Trillium Outlaw	Weight (Grams)
Tube Set	True Temper S3	1203
Fork	Alpha Q Sub 3	373
Shift/Brake Levers	Campagnolo Record carbon 10x	328
Shifter Housing	Nokon Aluminum gold	40
Brake Housing	Nokon Aluminum gold	40
Cables	Campagnolo	50
Brakes	Zero Gravity	168
Bottom Bracket	American Classic	140
Cranks	Carbon Elite Compact	522
Front Derailleur	Campagnolo Record carbon	86
Rear Derailleur	Campagnolo Record carbon	185
Cog Set	Campagnolo Record titanium	156
Chain	Campagnolo Record Ultra Narrow	246
Wheels	Reynolds Stratus DV Clinchers	1450
QR Skewers	Salsa Flip Offs Ti	84
Tires	Tufo Jet Elite	450
Headset	Orbit MX	96
Compressor Cap	FSA Carbon Compressor	80
Stem	ITM "THE" Stem	105
Spacer	FSA Carbon 1 1/8" X 20mm	10
Handle Bars	Easton EC90	200
Tape/Grips	Deda Plastic	45
Seat Post	Easton EC90	161
Seat Collar	Redline 28.6	50
Saddle	Selle Italia SLR	215
Pedal	Speedplay X-1	160
Water Bottle cage	Serfas Cirque SL / w bolts	24
Grease and lubricants	various	20
Total Weight in Grams		6687
Digital Scale Verified		14.73 Pounds



The 14.73 pound Trillium Outlaw



5627 University Way NE • Seattle •
206.527.4822

www.rodcycle.com

Some of you may have noticed that there are quite a few marriage references in this newsletter. I didn't notice it until I was almost done with the newsletter, but they are there. I think that the reason may be that my anniversary is tomorrow. Anyway, if you're reading this, then you really have read this thing cover to cover. I hope you had as much fun reading it as I had writing it.

Thanks for choosing us to be your bike shop, and all of us here at R+E Cycles look forward to seeing you this Fall.

- Dan



A Petite Purchase!

If you're between 4' 7" and 5' 6", we have your wet suit! This is the last few of our wet suit close out, and you can buy one for less than you will pay to rent one next year! Reg. \$300

With Coupon \$70



Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006

Rockin' Your Sox Off!

Use this coupon to get a free pair of sox with purchase of any pair of regular priced shoes we have in stock.
\$10 value.

FREE Sox
FREE is a very good price



Offer good with coupon only. No cash value. Not good with any other offer. Expires Oct. 14, 2006