

R+E Cycles

5627 University Way NE
Seattle, WA 98105

Sales - 206-527-4822
Service - 206-527-0360
www.rodbikes.com



*"Believe you can and
you're halfway there."
-Teddy Roosevelt*

NEWSLETTER OF CYCLING VALUES • WINTER 2017

Inside this Issue:

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- Big Savings throughout!

Winter Specials Inside

We've Created a Monster...

...actually several of them! This was the year of the long bike. When I say long, I mean really, really long! Bicycles built for three were always working their way through the frame shop in 2017. But, bicycles built for four and five also navigated their way through our small shop this season. As I type this, we are starting paint on yet another triple, and I'm working with a customer on another bicycle built for four. It's been since 2007 or so since we've seen this kind of action in the Xtra-long bike dept.

Flyweights - Another category that really did well this year is our Ultra-lightweight bikes. Especially the tandem versions. We sold several of our Outlaw sub-14lbs bikes, as well as its cousin, the Bandito. Uber-light travel tandems also moved through the frame shop. These are all bikes that one can only get here at Rodriguez. We also had a small surge in our Model-2014 micro tandem. Rainier season finally kicked in when the sun came out (our Rainier special didn't hurt either). We were the title sponsor for the Northwest Tandem Rally, so July really kicked, especially tandems.

Thanks all for such a fantastic 44th year here in Seattle, and hope to see you often during year 45! Can you

believe that R+E Cycles was founded the same year that KISS released their debut album?



Not only that...can you believe that I'm using 1994 Pagemaker software to write this newsletter?

To our customers, thank you! Thanks again for choosing us. We realize that we owe our 45 years of success to you. You've been telling people you meet about us, and they let us know that. You are our best salesperson, we appreciate it! Now on with the news.....

Limited to stock on hand. No Cash Value. Expires November 25, 2017

R+E Cycles
5627 University Way NE
Seattle, WA 98105

indicia

Something Free

Bring this coupon in with the mailing label attached, and we'll give you a free R+E Cycles water bottle with your purchase of \$10 or more. Hurry, limited to stock on hand! **FREE is a very good price!**

Still The One!

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

There's been a lot of innovations in the cycling industry through the years, but mostly overpriced, over-engineered, over-hyped flash in the pan stuff. Sure, the magazines talk about how great it is, but in few years it goes away. We don't get too excited about that kind of stuff. It's not often that a great idea sticks and becomes a decade long success story. Well, I'm writing today about such a success.

In 2005, I wrote a story about my new favorite handlebars, and 12 years later, I'm telling you about them again.



For an innovation to catch our attention, it has to perform a function that our customers want. We called the FSA K-Wing handle bar a winner in 2005, and in 2017, it's still the best handle bar out there. FSA discovered that they could mold the shape of a carbon bar to ergonomically fit the rider's hand. FSA threw out the limits of the round alloy handle bar, and used the power of carbon fiber for good results. The top of the bar is wide and flat and fits in your hand very comfortably. The flat shape also gives the bar a 'shock absorber' effect. When riding on the hoods, you'll find that the bars distribute the load much more evenly as well. Bravo FSA!

It's hard to describe in words how they feel, so you'll have to stop by the shop and feel them for yourself. In case you're wondering....I have them on every single bike I ride.

I realize they are not cheap, but we're going to help you out this winter. See the coupon on pg. 8

Ear Toasties!

We are the place that you can get helmuffs. We've sold them every year since I started here in the 1980's and we are still that place. If you see them on road, they probably came from here. Reg. \$30

With Coupon just \$26.88



Limited to stock on hand. No cash value. Expires Nov. 25 2017

Smart Dart

The Cygolite 210 lumen front light is the light you need for commuting in Seattle's winter. You won't even need to buy batteries, it's USB rechargeable. Reg. \$35

With Coupon just \$28.88



Limited to stock on hand. No cash value. Expires Nov. 25 2017

Under Charged?

We'll charge you up, and you'll think you've been undercharged when you use this coupon to get a new hand-built front wheel for your bicycle that includes a Shimano Alfine Dynamo front hub for just \$198! 26", 700c, and 650c wheel sizes welcome. Reg. \$300 *Weinman rim with stainless spokes and 3-year wheel warranty.*

JUST \$198



Limited to stock on hand. No cash value. Expires Nov. 25 2017

Time to Retire?

You might as well because we've got Panaracer Pasela PT flat resistant tires on sale for 15% off. Perfect for Seattle Streets!
Reg. starting at \$35

**15% OFF
Pasela Tires**



Limited to stock on hand. No cash value. Expires Nov. 25 2017

Over 7,000 Miles Flat Free!

Photo of my tire



Many people think they have to ride a tire that's hard as a rock in order to prevent flats. Armadillo.....Gatorskin? What? Those don't sound comfortable. No surprise, they're not. They ride like they're filled with concrete.

We Have an Alternative

Now you can ride more comfortable tires and still avoid flats. I've been commuting on my Panaracer Pasela PT tires now since November of 2014 and have logged well over 7,000 flat free miles. The ride is smooth and comfortable, and they're light weight too.

This year, we became the first OEM account for Panaracer, Japan's leading bicycle tire manufacturing company. We now use these tires for all of our Rodriguez bicycles. We even sell 650c x 28c for our more petite customers.

So as the winter sets in, treat yourself to the smooth, flat resistant ride of Panaracer tires from R+E Cycles.

Out With The Old!

Save Big on 2017 Floor Model Close-Outs!

It's that time again. Time to make way for the 2018 floor models. If you don't mind a bicycle that's been test ridden a few times, maybe has a few nicks and dings, then you can save some dough. Call us today (206-527-4822) to discuss if one of these bikes might be a good fit for you. All hand-made in Seattle USA

Rodriguez

| | Size/Color | Stock # | Reg. Price | Sale Price | Save |
|---------------------|----------------------------|-------------------|--------------------|--------------------|------------------|
| Rainier 105 | 1L Dark Blue | 1216206 | \$2,800 | \$2,125 | \$675 |
| Rainier Classic | 2S Black | 1216198 | \$2,400 | \$1,750 | \$650 |
| Rainier 105 | 5S Red | 116008 | \$2,800 | \$1,900 | \$900 |
| Rainier Ultegra | 7L Black Pearl | 217013 | \$3,900 | \$2,995 | \$905 |
| UTB Standard | 7L 1950's Green | 812150 | \$2,900 | \$1,995 | \$905 |
| UTB Standard | 7S Black | 613117 | \$2,700 | \$1,895 | \$805 |
| Phinney Ridge Force | 8L Fade Silver/black | 215021 | \$4,300 | \$3,440 | \$860 |
| Adventure Basic | 8S Gold Metallic | 312060 | \$2,800 | \$2,100 | \$700 |
| Rainier Limited | 9L Silver/Black | 1114182 | \$2,200 | \$1,800 | \$400 |
| UTB Standard | 9S Black Pearl | 613119 | \$2,700 | \$1,900 | \$800 |
| Toucan ST | M Cyber Green | 511077 | \$4,000 | \$2,999 | \$1,001 |
| Comp. Force | C Lightening Bolt Custom | 108017 | \$4,800 | \$2,995 | \$1,805 |



Free Chain Check

All right! It's been a good season, but is your chain ready for winter riding? Bring your bike in, no appt. necessary, and we'll check your chain stretch for FREE! **FREE is a Very Good Price!**



No cash value. Expires Nov. 25 2017

Stay in Shape!

So you busted your butt all summer and got into great shape...right? Why lose your momentum and conditioning just 'cause of a little rain? Use this coupon to get a set of Cascadia fenders installed on your bike for 20% off! Reg. from \$80 installed

**WITH COUPON
FROM \$64 installed**



Limited to stock on hand. No cash value. Expires Nov. 25 2017

Commit to Commute!

I've talked with a lot of people over the last year or two about commuting year round. People are realizing that bicycle commuting can be as fast, or faster than driving or riding the bus. That, plus the fact that you can stay in condition all winter makes year round commuting a win. Other than the fact that, its cold, rainy, and is dark at 4:30 in the winter here in Seattle, it's a great idea, right? Here's the stuff that I personally do to negate those objections. Here are my suggestions, right down to a picture of my actual Rodriguez Rainier commuter bike. I hope we can inspire a few more winter commuters! I love winter commuting.

REAR LIGHT

Nothin' fancy, but crazy bright! The Bike Superflash is what I use here. AAA batteries (included) seem to last a couple of years. Just \$23 with coupon on pg. 7

REAR RACK

A must for hauling your panniers or other supplies is a traditional rear rack. We sell a nice Axiom brand for just \$25

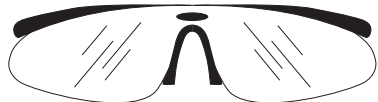
FULL FENDERS

A must for Seattle winter commuting. Rain riding becomes much more tolerable with a nice set of fenders. Coupon pg. 3

WINTER TIRES

Big fat puncture resistant comfy tires. I run the 28c Panaracer Pasela PT. See more on Pg. 3

'SEATTLE' SUNGLASSES?



Even in the winter (when it is dark before 5pm) you need eye protection. Clear, or yellow eyeshields will keep the rain and wind out. Reg. \$7 (See coupon pg. 8)

WATERPROOF PANNIER(S)

You'll need some easy way to carry stuff back and forth to work, like clothing, computer, etc.. I use a small set of waterproof panniers. I only use one of them most of the time, but in the winter, I end up using both because I find I need to carry my rain gear even on dry days. From \$50 each.



More Commuting

Planet
e. Two
ast me

FRONT LIGHT

A really bright front light with rechargeable battery. One USB charge lasts me about 3 weeks. I really love the Cygolite Dart 210 model. Just \$28.88 w/ pg. 2 coupon



EAR WARMTH

For me, I have to keep my ears warm or I have a head ache all day long. The best way to make sure they stay warm are a pair of Helmuffs that stay on my helmet all winter long. You won't lose 'em...they're always there. They are wool, handmade in Oregon, and really cool! \$26.88 w/coupon on pg. 2



RAIN JACKET

The Showers Pass Elite jacket that we carry here at R+E is the best option and worth every penny. It's really water proof & has great ventilation. It's high quality, and made in the Northwest! \$250
see the special offer pg. 8



KNOW WHAT'S BEHIND YOU

I consider my rear view mirror a must for commuting anytime of year. My favorite is the 3rd eye that mounts in the end of the handle bar. \$15



g Tips on Page 7

THE RIGHT SEAT POST

One of the best things I've done to make my commute something to look forward to is installing a Bodyfloat seat post. It takes away all of the road noise and bumps from cracked concrete roads as I commute through North Seattle.

\$225 installed and adjusted
w/coupon Pg. 7



DRY FEET

OK, this is probably one of the most important, inexpensive commuter tips. If it's raining, you want to keep your feet dry. Most shoe covers are for warmth, but your feet still get wet. Showers Pass shoe covers keep your feet DRY. I find this to be the most important factor in warmth. Plus, do you really want to put your feet into soggy wet shoes for your commute home? No. Just \$40



Theme Bikes

Many of you don't know this, but we actually build a lot of company themed bikes. Over the years we've done some very unique 'company branded' bicycles. This year alone, we've done several really cool creations. I thought you might like to see some of the projects we've done (past and present). I encourage you to check out these bicycles in full color at our website in the blog section.

www.rodbikes.com/blog

If you own a company, or maybe you're in charge of promotions at your work, we'd be honored to build a theme bike for you. We've got a lot of creative minds here, and we're happy to put them to work promoting your company.

Johnsonville Brat company ordered a chopper for their character Carl



Designed for a customer - Guinness Beer Co. gave us a huge thumb's up on this one



GutterStuff has a new company tandem

Get Serious

Get your bike in shape for winter commuting. Use this coupon to save \$20 on a Drive Train Clean and Adjust at R+E cycles.
Reg. \$95

With Coupon Just \$75

Limited to stock on hand. No cash value. Expires Nov. 25 2017

Comfy Fit

Use this coupon (or give it to a friend) to receive a NEXT fit full fitting service for just \$100. Reg. \$200
Call 206-527-4822 for an appointment.



**SAVE
50%**

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Why Commute on a Crappy Bike?

I saved this part for its own page because it's too long and too important for just a blurb.

I see a lot folks out on the commuter trails riding old, poor fitting, crappy bikes. I know a lot of these people have nice bikes, but don't want to 'mess' them up by riding them as their everyday commuter. This doesn't make sense to me. I spend a lot more time riding my commuter bicycle than my 'fun' bikes. If you really want to commit to commute, make your daily commuter a fun bike to ride. It should be more comfortable than your 'go-fast' bike. Spend a little money on making it that way. If you look forward to your ride, then you'll actually do it....right?

FIT IS CRUCIAL

Being comfortable and having the bicycle fit you properly is more important on your daily commuter as well. So many people spend a lot of money getting their 'race' bike fit to them, but don't think of investing that on their daily commuter. I dial my fit in on my commuter, and then apply those fit numbers to my race bike and my tandem. It pays to invest in a comfortable bike fit at R+E Cycles. Save 50% with the Coupon on pg. 6

INSTALLING NEW PRODUCTS

When a new product comes out that we love, I

install it on my commuter first. For instance, I installed a Bodyfloat seat post into my commuter bike. When summer came around, and the Outlaw came out of the garage, I rode it around the block and realized I needed a Bodyfloat in that bike as well. The same thing happened with my FSA K-wing handle bars. They were so comfortable after commuting on them through the Fall, that I ended up with a pair of them on every bike.

I guess the moral of the story is: Treat your commuter as your prized possession, and it'll keep you wanting to ride all year. There's no reason to think of it as a throw away bike.



Me, commuting on a sunny winter day last November. Notice I'm smiling even though I'm pulling over 100 pounds up the hill. That's what comfort can do for you;-)

Be a Flasher!

This is my favorite flashing tail light. The Planetbike Superflash. It's super bright, and the batteries last for years. It's also inexpensive at just \$29.99, but you won't have to pay that. Use this coupon to get one for just \$22.99!



JUST \$22.99!!

Limited to stock on hand. No cash value. Expires Nov. 25 2017

\$225 for a New Bike?

You'll think you have a new bike when you treat yourself to a Bodyfloat seat post from R+E Cycles. Make commuting something you look forward to! Bumps & cruddy pavement feel smooth and new. Reg. \$250



With Coupon Just \$225
Installed and adjusted

Limited to stock on hand. No cash value. Expires Nov. 25 2017

Still The One!

Own the most comfortable handle bars ever made. The FSA K-wing has been our favorite since 2005!

Regular price is \$450 including installation and new black cork tape. Like I said, we're going to help you out. Use this coupon to the whole kit and caboodle for just \$350! That's right....K-wing bars installed with new Black Cork tape (other colors would cost a little extra)



SAVE \$100!!

Limited to stock on hand. No cash value. Expires Nov. 25 2017

Paint & Overhaul

Every year this is our most anticipated special. Bring in your old bike and we'll make it like new in so many ways! We'll remove all the parts, paint the frame (and fork if requested) and then reassemble as we perform our complete Seasonal Overhaul on it at the same time. Your bike will leave here as much like new as it can be. In the summer, this full service would run over \$900. Use this coupon to get the full package for **just \$600** on your Rodriguez bike, or \$700 for other brands. Extra charges apply for fancier paint designs. Add 30% more for a tandem bike.

Hurry, offer ends January 31 2018

Call ahead scheduling is highly recommended for this service 206-527-0360

SAVE OVER \$300!!

How Dry I Am

You can spend a lot less on a rain jacket, but you'll be sad you did. Do it once, and do it right with a Showers Pass Elite rain jacket from R+E Cycles.

It's the one we all wear and you should too. Heck, we'll even throw in a pair of rain booties when you buy one at the reg. price of \$250.....just to be nice.

That's a \$40 value.



Save \$40



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We Have the Best Customers in the World!

August 15, 2017

I love my [Rodriguez] six-pack. I've been able to take it with me to places where travel with a normal road bike would have been impossible. R + E Cycles design, value and craftsmanship are one of the best in the cycling world today.

- Rohn



Thanks for the kind words Rohn!

The Rodriguez 6-Pack

You can read more about this amazing tiny bike on our website at rodbikes.com

Seattle Sunglasses

Feeling down because the sun is gone? Fool your eyes with our yellow 'sun' glasses and keep the rain out. Or you can get clear too! Mix and match!

Reg. \$7 each



2 for \$10

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