

R+E Cycles
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 Seattle, WA 98105

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



*"There's no harmony if every-
 one sings the same note."
 -Doug Floyd*

NEWSLETTER OF CYCLING VALUES • WINTER 2018

Inside this Issue:

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- Big Savings throughout!

Winter Specials Inside

Blinded By The Light!

Nothing is more fun than a year that we build a lot of light bicycles and tandems! Well, 2018 was a record year for that here at R+E Cycles! Seems like tandem folks and single riders alike are rediscovering the high performance, comfortable ride, and all around value of a hand built steel frame. The Rodriguez Outlaw, Rodriguez Bandito, and our Ultra-



light tandem line really converted a lot of carbon folks, and we'd love to see that continue on into 2019. I have a strong feeling it will as these bikes get out there and people that have fallen into the 'carbon' trap lift them up and discover how light steel can be. Thanks again for choosing us to hand-build your bike right here in Seattle, USA. We know that there is a lot of advertising and pressure to purchase something molded by machines overseas, but we'll keep building our bikes by hand, with the love and care that we always have. Remember, when you buy a Rodriguez, you buy the whole shop!

Energized!

Are you, or someone you know, thinking of investing in an electric assist bicycle? You're not alone. This is a subject that comes up here in the shop several times a week. People who have long commutes think that an electric assist will help motivate them to commute all winter long. The problem is, most electric bikes are more about the motor, and less about a nice bike or a good fit.

Over the last few years, we here at Rodriguez have built several versions of electric assisted bicycles for our customers. Our experience has increased greatly with each build, our understanding

...Continued on Pg. 2

Limited to stock on hand. No Cash Value. Expires December 1, 2018

indicia

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

Something Free

price!
FREE is a very good
 Hurry, limited to stock on hand!
 purchase of \$10 or more.
 and we'll give you a free Rodriguez day pack with your
 Bring this coupon in with the mailing label attached,

...Continued from page 1.

of what people want in a bike like this. Our customers want something lighter than the sluggish fat bikes that usually sport an electric assist. They also love the way their current Rodriguez fits, and don't want to compromise their comfort buying a 'one size fits all' kind of bike. Essentially, what they want is everything we offer with a Rodriguez, but also with electric assist. Here at R+E Cycles, we're happy to oblige. We've built several Phinney Ridge and Makeshift models with various versions of electric assist. What's great about buying an electric assist bicycle from us is the same thing that great about buying any bicycle from us: No compromise.

If you're considering an electric assist bicycle, why not give us a shout? It is about the bicycle as much as it is about the electric. We know both.

Rodriguez

Now Enjoy Some Winter Time Specials

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! For the optimistic, you can even get a pair of dark as well. Mix and match!

Reg. \$5 each

3 for \$10



Limited to stock on hand. No cash value. Expires Dec. 1, 2018

Cover Your Butt!

Don't like a big stripe on your butt when you get to work? 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 Dec. 1, 2018

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 Dec. 1, 2018

Light It Up!

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 Dec. 1, 2018

Juice When You Need It!

We'll hook you up with unlimited juice 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 *Weinmann rim with stainless spokes and 3-year wheel warranty.*

JUST \$198



Limited to stock on hand. No cash value. Expires Dec. 1, 2018

Tired of Flats?

I've ridden 8,000 flat free commuter miles on my Panaracer Pasela PT tires! Now you can too. They are on sale for 15% off. Perfect for Seattle Streets! Reg. starting at \$35

**15% OFF
Pasela PT Tires**



Limited to stock on hand. No cash value. Expires Dec. 1, 2018

Frequently Asked Questions About Electric Assist Bikes

How much weight will it add to the bike?

People ask this question a lot. When they visit a bike shop that sells ready made 'electric bikes' the bikes usually weigh in at staggeringly high 48~50 pounds....or more. Realize that most of these start with a cheap, 40+ pound bike though.

When buying a new Rodriguez, or converting a lighter, nicer bike to an electric bike, you can end up much lighter than that. The systems we use (see pages 4-5) add about 18~20 pounds to the weight of a bike. So if you start with a 20 pound bike, expect it to be 38 pounds or so.

How long will the battery last?

This varies on what level of assist you use, but on low you can probably expect about 4 hours on either of our recommended systems before you need to recharge. On medium you could expect about 2 hours, and full blast (i.e. letting the motor do 100% of the work) you would get about 3/4 hour.

How much will it cost to get an electric assist bike?

There are many variables on cost. A really cheap full bike can run \$2,000 or so. But, you end up with a heavy, cheap, poor fitting bike that's always the electric bike and nothing else. If you spend a little more, you can end up with something much lighter, more comfortable, and you'll love as much as your everyday bike. Heck, it can even be your everyday bike if you want it to be.

See pages 4-5 to read about the systems we recommend and the versatility and options that they can provide.

Both systems that we are recommending are dependable and powerful enough for your everyday commute, or your extended tour. If you've been thinking about it, we suggest you drop by and give one a try! It's FREE. Give us a call at 206-527-4822 or shoot us an email to ask more questions or set up a time to try one out.

Free Chain Check

Alright! 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 Dec. 1, 2018

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

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Two Electric

Here at Rodriguez, we've been hard at work narrowing down the best way to do an electric bike. We found the very best and all of the features that you're used to. It also helps if it's light weight like a custom bike should be. Regardless of what you want, instead, you can add an electric motor to a lighter, better fitting, better looking Rodriguez! We have narrowed our favorite

First up: The TS750 Mid-drive.

This 750W mid-drive (crank mounted) electric assist kit is the smoothest, most natural feeling mid-drive we've tried. You'll feel like a super hero with the torque sensor activated power. Choose from 4 different levels of added power. It just takes your input, and multiplies it in a smooth and natural 'boost' that cannot be beat.

Benefits:

- Very Powerful 750 watt motor
- Versatility. We can install this unit to just about any new or old bicycle
- Built-in torque sensor multiplies your own power when you pedal
- Rear wheel removal remains just as easy as a regular bike
 - Durable and reliable
 - Very reasonable price!

Limitations: One limitation to the TS750 system is the fact that you can only use it with one chain ring up front. So, your triple or double crank is replaced with a crank that has just one ring. This option is best for a bicycle that will be set up as an electric assist bike all of the time.

**Full Rodriguez eBike with
TS750 from \$3,499**

or

\$1,899 installed on your existing bike



Control panel mounts on handle bars.



Motor mounts cleanly underneath bottom bracket.

fyling Ideas!

est way.....Your Way!! The best electric assist bicycle is the one that fits you perfectly, has the components you want, what you've seen out on the road, you don't actually have to buy a really heavy, sluggish fat bike to have electric assist. writes down to two systems that can be added to any of our existing models.

Next Up: The Copenhagen Wheel drive system

This one is as clean as it gets. The Copenhagen wheel is entirely self-contained and does not require an external battery pack to be mounted on your bike. It integrates with your smartphone via bluetooth to learn your riding style and become totally hassle-free. The Copenhagen Wheel can even alert you when it needs to be serviced through your phone!

Benefits:

- Easily removed to convert your bike back to a regular bike when you want to.
- Learns your riding style to seamlessly boost your power.
- Can recover energy and store it back to the battery by back-pedaling down hills.
 - Allows full use of double or triple cranks.
 - No external battery or wires.

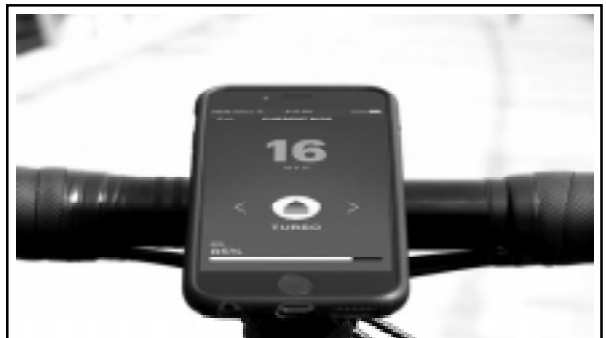
The main drawback to the Copenhagen wheel is that it is not compatible with disc brakes on the rear wheel. Also, it has no quick release.

This is the system for you if you think you'd like to have an electric assist bike once in a while, and easily convert back to a standard bike. We have a lot of people who prefer electric assist through the winter commuting season, but would like to run a standard bike through the riding season. With the Copenhagen wheel, it can be the same bike for both.

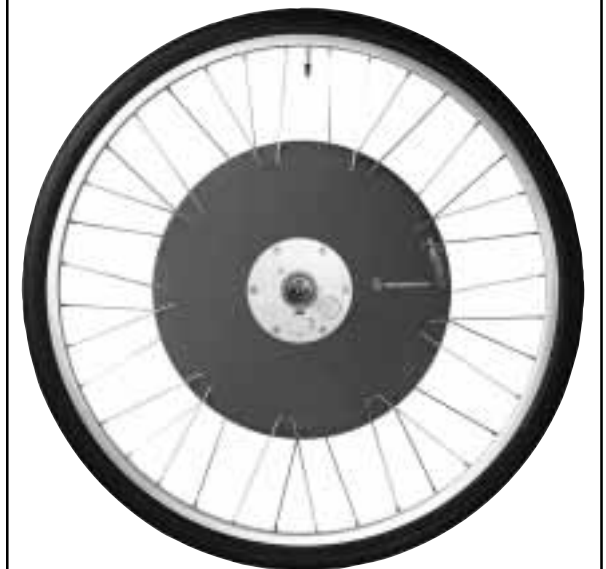
**Full Rodriguez eBike with
Copenhagen Wheel from \$3,599**

or

\$1,899 installed on an existing bike



Your phone is your control panel



*Motor, torque sensor, and battery are all
cleanly contained in rear wheel*

That Bike is NOT Ugly!

Rodriguez



Seattle

The Rodriguez Phinney Ridge - from \$2,599

The Rodriguez Phinney Ridge has become a Seattle favorite. Old Seattle and New Seattle alike can all agree on this bike! As a commuter, it's a hard bike to beat! Gravel grinding has really caught on as well, and as it happens, this is the perfect bike for that too. It's light, custom made just for you, and has all the options to satisfy anyone's needs.

The King of Versatility: These days, one's preferred wheel size is a hard thing to predict. One thing that separates this bike from anything like it in the industry is the ability to choose your wheel size. Check this out: You can get your Phinney Ridge built for 700c, 26", or 650b wheels. Our new fork designs are perfect for any of these wheel sizes, and our unique manufacturing technique lets us have this flexibility. We can even design your bike to be compatible with more than just one size of wheel! Just ask us about it.

What the other guys are missing: Fat Tires You Say? The mistake most bike manufacturers make with a disc brake road bike is that they build them to accept only skinny tires and no fenders. Or, they don't design the fork with enough rake to provide good toe clearance when wide tires and fenders are used. We've found that most folks wanting a disc brake road bike want have the option to run really wide tires with fenders. Depending on the wheel size you choose, the Phinney Ridge can run up to 50mm (or 2 inch) wide tires with fenders!

If you're contemplating a new bike that's mass produced overseas....don't do it! Come visit us at R+E Cycles, and have a Phinney Ridge hand-built right here in Seattle U.S.A. just for you.

Let's Make it Interesting

Use this coupon (or give it to a friend) to receive a FREE R+E Cycles drink koozie when you stop by and talk about a Phinney Ridge with us. No purchase necessary, just stop in and see what the fuss is about. FREE is very good price!

No cash value. Expires Dec. 1, 2018



Why Commute on a Crappy Bike?

This article applies to any bicycle you commute on.....electric assist or 100% human powered...like mine.

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 commuting, 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 this page.)

INSTALLING NEW PRODUCTS

When a new product comes out that we love, I

install it on my commuter first. For instance, I installed a Kinekt seat post into my commuter bike (coupon below). 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 in November. Notice I'm smiling even though I'm pulling over 100 pounds up the hill. That's what comfort can do for you;-)

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%**

No cash value. Expires Dec. 1, 2018

\$225 for a New Bike?

You'll think you have a new bike when you treat yourself to a Kinekt 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 Dec. 1, 2018

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 Dec. 1, 2018

Nasty Bike!

If you know me well, you've probably seen my 21 year old Dodge pick up truck. For the last several years, large sheets of paint have been blowing off during any freeway drive. People say to me "You're truck is lookin' pretty nasty, when will you get a new one". Even my wife cleared me to sell it and replace it. Well, I finally had enough of that, and took it in the other day for a new paint job. While it was in there, they detailed the inside (which was even nastier than the outside). It's like a new truck, and people think I got a new one. Even my wife will ride in it now.



The point is, maybe you have a bike that's as nasty as my old truck. Let us do for you what the body shop did for me. 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 2019

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

SAVE OVER \$300!!

We Have The Best Customers In The World!

Love my bike.....freedom is so much fun!

Ali - 2018



Amazing Ali and her new Custom Rodriguez Electric assist ePhinney Ridge. In Ali's case, the electric assist allows her to enjoy cycling again.

An amazing story and an amazing woman!