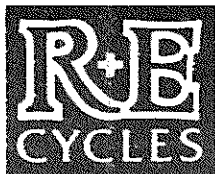


R+E INDICTED

in free tool giveaway

DETAILS PAGE 3



527-4822

RIDING FORECAST

SUNNY & MILD

100% CHANCE OF TAILWINDS

The Bicycle Buyers Guide

Getting the Bike to Fit YOU.

Have you ever felt uncomfortable on a bike? Most of us have experienced some sort of neck, shoulder, back, or leg discomfort at one time or another while riding. If the pain continues and reoccurs whenever you ride there's probably something wrong with the way the bike fits. Don't you change - change the way the bike fits. At R+E Cycles we can measure your body and then examine your bicycle to see if it fits you. Or if you're buying a new bike, we can recommend what size bike would fit you best, where the saddle should be, and all the little details that will make your cycling a pleasure.

R+E Cycles uses the Fit Kit, a device which was developed by the New England Cycling Academy and is now used at the United States Olympic Cycling Center in Colorado Springs. You should call today for an appointment.

Women especially can benefit from the Fit Kit. Women and men are anatomically different. Most bikes have been designed by and for men in the past. Oftentimes the relationship between the saddle and the handlebars which works for a man would not be comfortable for a woman because a woman's torso and arms are not as long as a man of the same height. For a woman the top tube length and the handlebar position, determined by handlebar stem length, are the most important measurements for comfort and performance. Men too can benefit from a proper fit. The Fit Kit will give you measurements you can use while hunting for your new bicycle.

All frames are not created equal. There are differences in tubing quality and in the dimensions and geometry. Each bicycle company has a different idea of what a bike should ride like. The frame geometry will change from model to model in a company's line. So, all 21" bikes (this is the measurement of the seat tube of the bicycle frame from the bottom bracket to the top of the top tube) may not have the same top tube dimension. Top tubes on a 21" frame can vary as much

as 2" (5 cms). That's a lot! Matching a frame to your own unique body is important. If the bike doesn't fit, it may be impossible for you ever to feel right on the bike.

At R+E Cycles we guarantee your satisfaction. We can do that because we won't sell you a bike that doesn't fit. We will measure your body, find a bike that fits you, and assemble the bike just for you. A Fit Kit is free if you buy your bike at R+E. If you're shopping around for a bike, get a Fit Kit today. The \$12.50 charge will be applied to the purchase price if you then buy your bike at R+E Cycles. Take 30 minutes now to have a Fit Kit done: it will give you years of cycling pleasure.

BUY A BIKE

Buying a bicycle can be fun or it can be a tortuous journey straining your mind, your budget, and your pleasure. You control the process. To make your shopping a pleasure rather than a chore think about what type of riding you'd like to do, how much money you think you can spend, and then go shopping for a bike shop. That's right, go shopping for a bike shop. One that will treat you right, show you the type of bike you want to see and not pressure you into buying the latest expensive fad two wheeler.

First consider what kind of riding you'll be doing. Do you want to race, explore your limits in a triathlon, get to the corner store, ride across country, or occasionally ride the Burke-Gilman Bike Trail with your family? Think about the possibilities, in two or three years will you be doing the same type of riding? What kind of riding and what type of bikes do your friends ride?

There are basically four types of bicycles available on the market today. The ten speed is known as a sport bike. You can do just about anything on it from racing your friends to commuting to work. The racing bike is a sleek lightweight responsive machine built for speed. Going slow on a racing bike is just no fun at all. A touring bike allows you to carry equipment with you for camping or utility/commuting trips. It has a wide range of gears to get the load up the hills easily and comfortably. And there's the mountain bike which allows you to ride just about anywhere. The fat tires on a mountain bike allow you to bomb over curbs and potholes in the street and power you over the mud and rock of an off road trail.

Now that you have an idea of type of riding you might want to do, think about how much money you have to spend. And think of how much fun the riding can be, how much use you'll put the bike through, and what your friends have. You can spend an awful lot of money on a bicycle or you can spend next to nothing. Think about the reliability of the bike. A \$69 bike will work for a month or so but what will you do when it breaks down? Spend the money beforehand and get something of quality which won't let you down when you're having fun. Don't get your mind set on a dollar figure yet - allow yourself room to look at more and less expensive bicycles at first.



PORTRAIT OF A BIKESHOP

Located in Seattle's University District, R+E Cycles has been serving the cycling public for over twelve years. While R+E has a national reputation for handbuilt bicycle frames and technical innovation, a lot of people just know it as their local neighborhood shop at 5627 University Way NE. R+E carries a wide range of bicycles from under \$200 to above \$1,000 in models that range from the most practical and fun to the exotic one of a kind custom tandem. They also stock a full selection of clothing and accessories. The most important thing about R+E Cycles is that all the employees are active cyclists. You'll see them coming to work on their bicycles, touring in the San Juan Islands at all times of the year, and racing with the best.

The owners, Angel Rodriguez and Glenn Erickson, are deeply involved in cycling. Angel leads tours in Mexico and China; is active on the Seattle Bicycle Advisory Board, and can be found at most national cycling events. Glenn was the 1982 Washington State Road Racing Champion, established the Seattle to Portland record of just over 8 hours on a tandem, and builds delicious custom frames. The products of this collaboration have been featured in many national cycling magazines and have help make Seattle one of the premier cycling cities in the United States.

The attention to quality which a \$2,000 bike demands can be seen throughout the shop at R+E Cycles. The same mechanics who fix flats assemble the custom bikes and build up the stock bikes. The commitment to a great ride on a bicycle remains the same. When R+E purchases bikes to sell to you, the framebuilders examine the framework, the mechanics report on the functioning of the parts, and the salespeople test ride the bikes so they know you're getting the best bike.

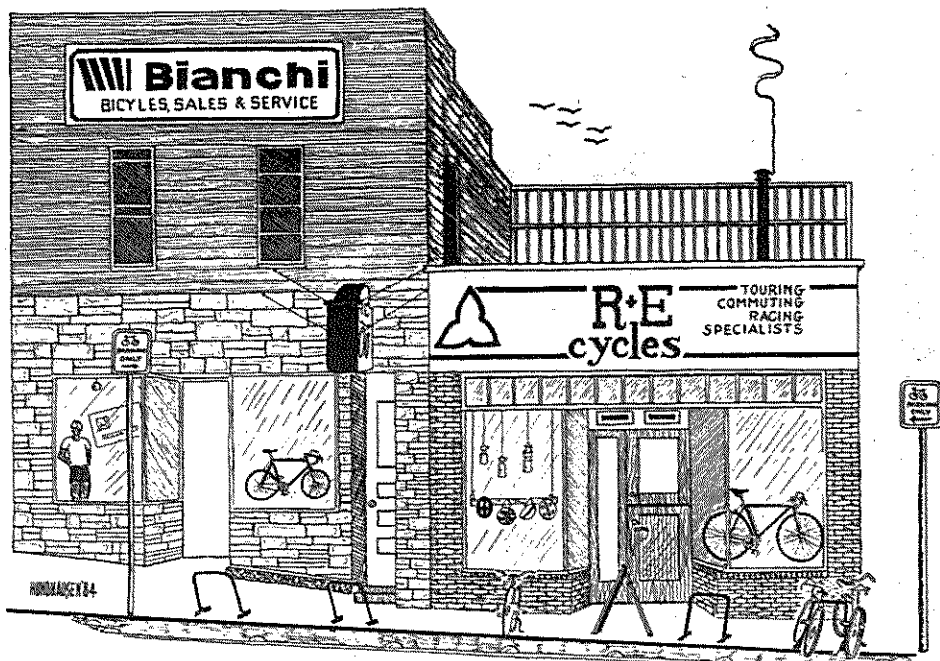
R+E Cycles is able to give you a warranty which exceeds the original manufacturer's because R+E knows bikes and cares about the performance of your bicycle. Come in and introduce yourself to R+E Cycles. It's open seven days a week, weeknights until 8 o'clock, and on Sundays from 11 to 5.

Armed with this important information go to a bike shop, or two, and then go to R+E Cycles. Explain what type of riding you're going to do and how much money you're thinking of spending. Take a test ride - find out what the bikes feel like and then start asking questions. If you feel unsure of your ability to compare the rides of various bikes bring a friend or ask your salesperson to accompany you on the test ride. All the specifications in the world mean nothing if it doesn't feel right on the road. Trust your feelings.

"Looking for the Best? Test drive one today!"

After you've ridden a few bikes you'll have a much better idea of what type of bike is going to fit your needs and how much money you're going to need to buy your dream machine. Now you can start studying the specifications of the bikes, the warranties, and what the bike shop has to offer you other than a smile and a dry handshake. Will you get good service? Does your salesperson care about you or just want to sell another bicycle? Will you feel comfortable coming back with a problem that you'd like fixed? At this point you've almost bought the bike.

Now is the time to touch base with your original intentions. You wanted to have a bike with a certain riding style and in a certain price range. Is this it or have you found that what you wanted needs to be refined or adjusted? When you feel good about the shop and the salesperson you're dealing with, good about the ride on the model you've ridden, and comfortable with the price, put a smile on your face. After following a few simple steps you've purchased a bike that will give you pleasure for years.



R+E cycles • 5627 Univ. Way N.E. • Seattle, Washington • 98105
phone 527-4822

Don't Just Buy a Bicycle Buy an entire Bike Shop

Buy a bike shop? Me? Yes, you. That's the advice from John Schubert, the editor of Bicycle Guide and the former editor of Bicycling magazine. What he means is that you should shop for a store because the difference in shops is greater than the difference in bike brands.

"A good shop gives service, honest and helpful advice," says Mr. Schubert, "and the support you need to understand and enjoy this sometimes-complicated

activity." He considers selecting a bike shop to be a higher priority than the brand of bike you buy.

He also believes that you should restrict your buying to brands which are available in bike shops rather than at discount or department stores. The bottom line at such places is a fast sale. At a reputable bike store you'll get a well assembled bicycle. On top of that you'll get the advice from bicycle experts and service.



PROFESSIONAL PURCHASING



Right now you're thinking of buying a bicycle. It's beginning to seem almost like buying a car! There are so many models, and options, and specifications - just how are you going to wade through this stuff and find something good? You think you have problems? Imagine having to buy hundreds of bicycles and spending tens of thousands of dollars. Fantasy or nightmare? That's what R+E Cycles is faced with each year.

We're professionals and we've bought a lot of bikes. You may learn something about buying your one bike from the way we purchase hundreds. Only the scale of the operation is different.

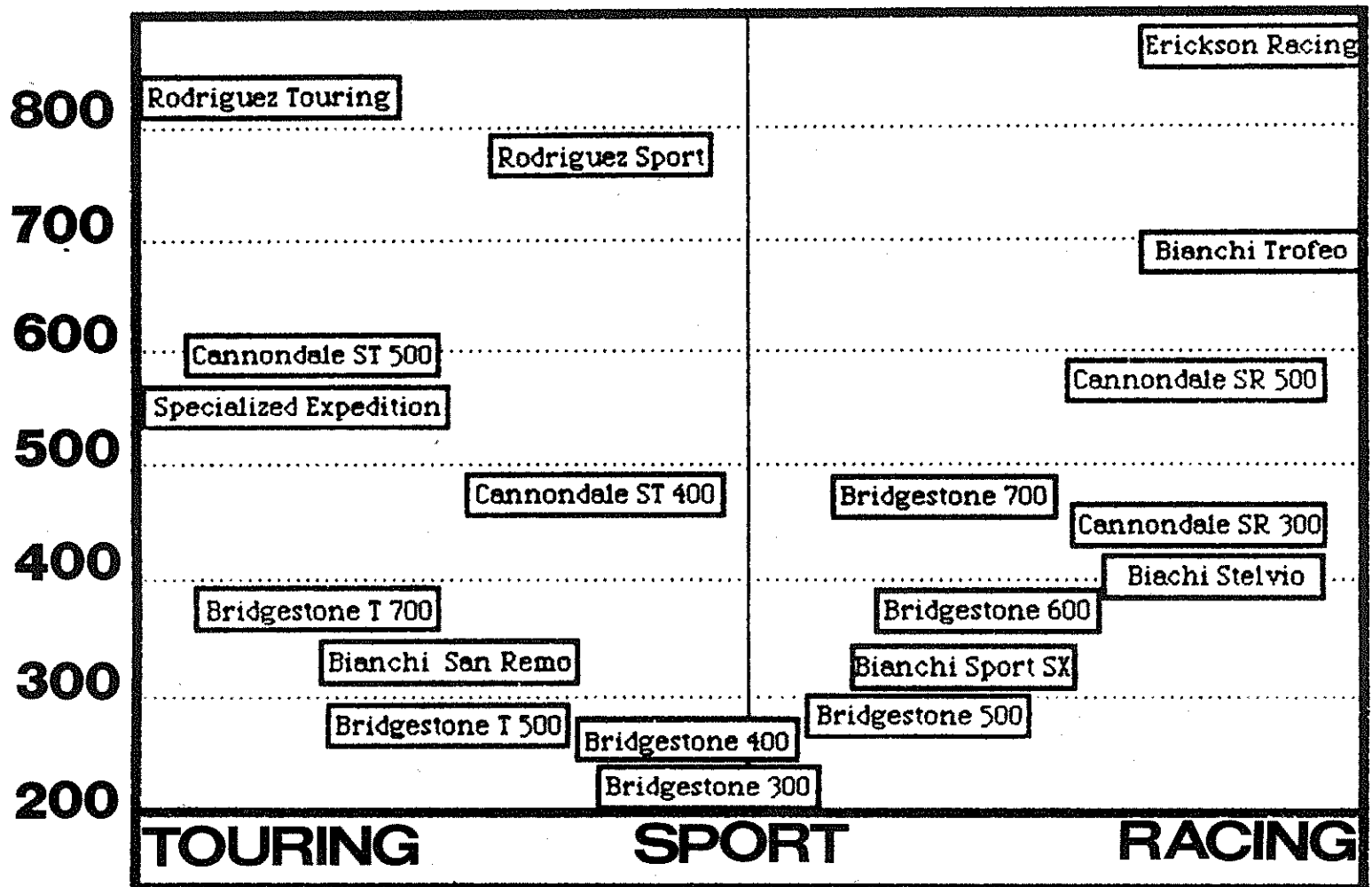
First we look at the type of bikes we have been selling over the past years. Are mountain bikes hot? Are touring sales going up? Just what are most of our customers like and what kind of riding are they doing? An athletic crowd, they ski, run, backpack, sail, and know quality in sporting equipment. In Seattle we have a good number of hills and so bikes with triple chainwheels and low low gears are fairly popular. The racing and triathlete schedule is heavy in the summer and in the winter lots of people commute. OK, we know what type of riding is going to be done in Seattle.

Now we need to think of how much to spend. We could sell \$69 Saturday night specials but our customers probably wouldn't buy them (and nobody can ever get the things to work right in the first place). Or we could only sell bikes in the \$4,000 range. No, we'd have trouble affording that. The bikes that seem to sell best for us are in the \$250 - \$600 range so that's where we'll concentrate. We're not going to buy many bikes above that range because we can build those here and build them better.

We don't go to bike shops to buy but to trade shows about three times yearly. We may talk to other bike buyers or see what's happening at other shops like ours across the country (it's sort of like talking to our friends and finding out what works for them). And we go looking for a bike manufacturer who can supply us with the best bike for the money, good service, and who can fill our needs. We'll make a chart like the one you see on the upper right and see if the bike will fill a need we have. Once our homework and shopping is complete we sit down and make our order. Our problem is that we can't ride the bike out of the trade show - we have to wait for the truck to deliver them!

Let's review the steps. First, we determine what type of riding will be done; second, we pick an affordable price range; and third, we shop for a good product in the price range from a company that offers us good service and a good feeling about dealing with them. They know their product, they care about our needs, and we're sure they'll help us with any problems we may encounter.

This year we've done a lot of shopping and have some exciting new bikes for you to try. Do your homework and then come see us. Oh, and if you want to buy a hundred bikes, don't expect to ride them all home at once!



THE R+E CYCLES RIDE/PRICE MATRIX

Before we buy any bikes at R+E Cycles we make a little ride/price matrix to see where the bike will fit in our scheme. You can use this to help determine what sort of bike (and maybe what price level) you'll buy.

The matrix is very simple. The vertical component is price; the horizontal is the type of ride. The type of ride is a continuum from touring to sport to racing. Right now we haven't yet figured a good way to factor in mountain bikes so we've simply left them off this matrix. You'll find information on the completely different ride of a mountain bike on page 4.

The horizontal range from touring to racing goes the full spectrum. A long wheelbase 18 speed fully racked bike will be all the way to the left. Such bikes are the Specialized Expedition (which was specifically designed for dirt and gravel road touring) and the Rodriguez Touring. A full bore racing machine will be on the right; here you'll find the Erickson Racing and the upper level of the Bianchi line. In between are the vast majority of stock bicycles.

We draw a line right down the middle and call this the Sport line. Neither full out touring or racing, these are the bikes which you can use for all your cycling needs. As you can see from the matrix most bikes under \$300 are close to the Sport line. As bikes get more and more specialized they become more expensive.

The V shape seen on the matrix is found in most bicycle brands. The two bicycles in the middle (the Cannondale ST 400 and the Rodriguez Sport) are unique in that they are true quality sport bikes.

From the \$300 dollar level to the \$600 level the bikes tend to be more or less racing or touring. We sit down and figure out the specs, ride the bikes if we can, and determine how far from a true sport bike or how close to a true racing bike they are.

Then we place them on the matrix to see how they fit. If the bike is obvious way off (can you imagine a full bore racing bike for example?) it stands out and we try to figure out if it is OK or if it is junk. Once we have filled out our V curve we order in those bikes. Each bike brand may have 20 or 30 models but not all would suit our needs.

If you look closely at the specifications and ride the various models offered by one bike manufacturer you may find some bikes which have the same basic frame and different trappings. In the Bridgestone line for example the sport bikes share the same basic frame but the components improve dramatically as you pay more money. Bianchi, as another example, makes a model called the San Remo which has a touring look on a sport frame. It's a faster riding bike with 18 speed gearing and a rack that's proven to be very popular in the Northwest and especially in Seattle.

Looking at the ride/price matrix you see that as the bike price rises from \$300 to \$600 the bikes tend more towards touring or racing. You'll figure out what percent riding type you do. Maybe you'll be commuting 50%, day riding 40%, and light touring for 10% - that's sport or light touring. If you are tri training and day riding you'll be on the righthand side of the matrix.

Take some time and compare bikes. We've included a do it yourself bike comparison chart on page 4 to help you compare bikes - see where the models fit on your matrix and buy with years of pleasure in mind.

| SPORT | | | | | | | |
|--------------|-------------------|--------------------------|----------------------------|----------------------------|------------------------|-----------------------|---------------------------|
| MODEL | Bridgestone 300 | Bridgestone 400 | Bridgestone 500 | Bianchi Sport SX | Cannondale ST 400 | Rodriguez Sport | |
| PRICE | \$215.00 | \$249.95 | \$299.95 | \$312.00 | \$495.00 | \$799.00 | |
| wheels/frame | FRAME SIZES | 19/21/23/25/20 Mixte | 19/21/23/25/27 | 19/21/23/25 | 18/19/21/23/25/27 | 19/21/23/25 | 46 - 66 every centimeter |
| | FRAME TUBING | Chro-moly butted | Chro-moly butted | Chro-moly butted | Manganese alloy butted | Aluminum | Reynolds 531 butted |
| | FORK | Hi carbon steel | Hi carbon steel | Hi carbon steel | Manganese alloy | Manganese alloy | Reynolds 531 butted |
| | RIMS | Araya #18 | Araya #18 | Araya #18 | Araya #20A | Rigida 13-20 | Rigida 13-20 or 16-22 |
| drivetrain | HUBS | Sansin alloy, rear bolt | Sansin alloy | Sansin alloy | Suzue | Shimano 600EX | Specialized sealed |
| | TIRES/VALVE | 27 X 1 1/8 SV | 27 X 1 1/8 SV | 27 X 1 1/8 SV | 27 X 1 SV | 27 X 1 1/8 PV | Choice of 700/27 PV or SV |
| | REAR DER | Shimano L-512SGS | Suntour ARX-6T | Suntour Cyclone | Suntour LePree | Shimano 600EX | Suntour Mountech |
| | FRONT DER | Shimano AL-11GS | Suntour ARX | Suntour Cyclone | Suntour LePree | Shimano 600EX | Suntour Mountech |
| | SHIFT LEVERS | Shimano stem shifter | Suntour PDL ratchet | Suntour LX-10 | Shimano 105 | Shimano 600EX | Suntour DLW |
| | CRANKSET | SR SRC-T301 42 X 52 | SR SRC-T301 42 X 52 | SR CRC 42 X 52 | SR SAC 42 X 52 | Shimano 600EX 45 X 50 | Sugino TAT 30 X 46 X 50 |
| | FREEWHEEL | Suntour PT-6S | Suntour PT-6S | Suntour PT-6S | Suntour 6 | Shimano 6 | Suntour New Winner 6 |
| COGS | 14/16/20/24/28/32 | 14/16/20/24/28/32 | 14/16/20/24/28/32 | 14/16/18/21/24/28 | 13/16/19/23/28/32 | 14/16/18/21/25/30 | |
| parts | PEDALS | SR SP-467 Alloy no clips | SR SP-154 | SR SP-150 | SR SP-150 no clips | Shimano 600EX | Suntour Superbe sealed |
| | SADDLE | Sella Italia | Sella Italia | Sella Italia | Sella Italia | Vetta | Vetta |
| | BRAKES | Dia-Compe 500 sidepull | Bridgestone self centering | Bridgestone self centering | Shimano BR-Z570 | Shimano 600EX | Suntour Superbe |
| WEIGHT - 23" | 27 | 25 | 25 | 23.75 | 24 | 24 | |

RACING

| MODEL | Bridgestone 600 | Bianchi Stelvio | Cannondale SR 300 | Bridgestone 760 | Cannondale SR 500 | Bianchi Trofeo | |
|---------------------|-----------------|----------------------------|--------------------------|-------------------------|-------------------------|---------------------------|----------------------------|
| PRICE | \$369.95 | \$395.00 | \$395.00 | \$449.95 | \$495.00 | \$699.95 | |
| wheels/frame | FRAME SIZES | 19/21/23/25 | 49/53/56/59/63 | 48/50/53/54/56/58/60/63 | 19/21/23/25 | 48/50/53/54/56/58/60/63 | 49/51/53/55/57/59/63 |
| | FRAME TUBING | Chro-moly butted | Columbus Aelle butted | Aluminum | Chro-moly butted | Aluminum | Bianchi Columbus butted |
| | FORK | Chro-moly | Columbus Aelle | Manganese alloy | Chro-moly | Chro-moly | Columbus |
| | RIMS | Araya #20 | Mavic Moa E2 | Rigida 13-20 | Araya #20A | Ambrosio Elite | Mavic G40 |
| | HUBS | Sansin | Omega Mundial | Miche | Sansin | Suntour Cyclone | Miche Primato |
| | TIRES/VALVE | 700 X 25 PV | 700 X 23 PV | 700 X 25 PV | 700 X 28 PV | 700 X 25 PV | 700 X 20 PV |
| drivetrain | REAR DER | Suntour Cyclone | Campagnolo Triomphe | Suntour Cyclone | Shimano 600EX | Suntour Cyclone | Suntour Superbe Pro |
| | FRONT DER | Suntour Cyclone | Campagnolo Triomphe | Suntour Cyclone | Shimano 600EX | Suntour Cyclone | Suntour Superbe Pro |
| | SHIFT LEVERS | Suntour Cyclone | Campagnolo Triomphe | Suntour Cyclone | Shimano 600EX | Suntour Cyclone | Suntour Superbe Pro |
| | CRANKSET | SR CRC 42 X 52 | Omega Brilliante 42 X 52 | Sugino DGS 42 X 52 | Shimano 600EX 42 X 52 | Suntour Superbe Pro 42X53 | Omega S Competizione 42X52 |
| | FREEWHEEL | Suntour PT-6 | Regina 6 | Suntour 6 | Shimano 600EX | Suntour New Winner | Regina CX |
| | COGS | 14/16/18/21/24/28 | 14/15/16/18/21/24 | 13/15/17/19/21/24 | 13/15/17/19/21/24 | 13/15/17/19/21/24 | 13/15/17/19/21/23 |
| parts | PEDALS | KKT ProVic IIA | Lytard Mod 82 | Miche 1023 | Shimano 600EX | Suntour Cyclone | Gipiemme Special |
| | SADDLE | Sella Italia Mundialita | Sella Italia Aero | Sella Italia Mundialita | Sella Italia Mundialita | Vetta Racing | Sella Italia Mundialita |
| | BRAKES | Bridgestone self centering | Modolo Corsa | Dia Compe GC-400N | Shimano 600EX | Dia Compe GC400 | Modolo Speedy |
| | WEIGHT - 23" | 24 | 23 | 22.5 | 23 | 21.5 | 22 |

Bicycle Buying Tips

The ride on a bicycle is determined by three things: the frame, the wheels, and the drivetrain consisting of crankset, gearing, and derailleurs.

1. Look first at the frame. Are the joints clean looking? Is the paint evenly applied - are there any gaps? What type of tubing is used?
 2. Are the wheels suitable for the type of riding you'll be doing? Does the tire size match the load? For racing a 1" tire is standard and for loaded touring it's 1 1/4".
 3. Are the gears easy to use? Is there a sufficient low gear to climb the hills you go up regularly?
- Take a test ride and see how everything works: climb some hills, go around some corners, zip along the straightaways. Take your time the bike you purchase will be carrying you for miles and miles. Don't just ride down the sidewalk, take the bike for a spin and enjoy and examine it fully. A 20 minute test ride will tell you a lot about the bike.

Is your test bike well assembled? Do the wheels turn freely? Are the rims running true through the brakeshoes? Do the gears shift easily for you? Find out if the bike rides straight no hands. When braking it should not pull to one side or the other. Lean into a few corners and see how it feels.

Be enthusiastic and assertive. Don't be pushed into buying your salesperson's favorite bike - your riding styles may be totally different. Recite your desires in riding style and price and ask any questions which you think will help make a better decision. Does your salesperson listen to you and try to answer in terms you can understand?

Test ride a few bikes outside your price range just to see if you made the right price decision. It might be a few dollars more would give you a lot more value in a bike or a bike a few dollars less might have all the features you were looking for. It doesn't hurt to ride a few more test rides now rather than being stuck with a bike that doesn't suit your needs.

Think of the accessories you'll need with the bike. Does it come with fenders and straps, a pump, a rack, or will you need to buy these? Does your shop offer you any help in selecting and buying accessories? A minimal tool kit would include a patch kit, tube, and tire levers, with a pump to inflate the flat. For yourself a helmet and comfortable clothes not only make you look like a cyclist but they increase your comfort and your cycling enjoyment.

Don't be sidetracked by features that may only be nifty and non-essential. Saddles can be changed easily if you don't like the one that comes on the model you choose. Remember to stick to the basics of frame, wheels, and drivetrain and focus on the fine points when you're down to a final choice between two or three models.

Your decision will be determined by satisfactory answers to the following questions - will my bicycle....
 be properly fitted by an expert?
 meet my specific needs?
 be well designed and assembled?
 perform well for years?

 **\$25.00 VALUE!**
FREE TOOL KIT

WITH EVERY BIKE

- 1) Come test ride a bike at R+E Cycles.
- 2) Have your salesperson date and initial this coupon.
- 3) Present this coupon when you purchase a bike within 3 days of your test ride and receive a FREE Pocket Pro "T" Wrench and FREE Pocket Pro Tool Bag!



YOUR NAME _____
 TEST RODE _____
 ON _____ (date). _____
 employee initials

STORE HOURS

M-F 9-8 CALL
 SAT 9-6 527-4822
 SUN 11-5

5627 University Way N.E.
 Seattle, Washington 98105

 **FREE IS A VERY GOOD PRICE** 

TOURING

| MODEL | Bridgestone T-500 | Bianchi San Remo | Bridgestone T-700 | Specialized Expedition | Cannondale ST 500 | Rodriguez Touring | |
|---------------------|-------------------|---------------------------|------------------------|---------------------------|---------------------------|----------------------------|---------------------------|
| PRICE | \$299.00 | \$335.00 | \$399.00 | \$575.00 | \$595.00 | \$819.00 | |
| wheels/frame | FRAME SIZES | 19/21/23/25 | 19/21/23/25 | 47/51/54/56/58/60/62/65 | 19/21/23/25 | 46 - 66cm every centimeter | |
| | FRAME TUBING | Chro-moly butted | Manganese alloy butted | Chro-moly butted | Aluminum | Reynolds 531 butted | |
| | FORK | Hi Carbon steel | Manganese alloy | Chro-moly | Chro-moly butted | Chro-moly | Reynolds 531 butted |
| | RIMS | Araya #18 40H rear | Araya M18 | Araya #16A 40H rear | Super Champion #58 | Super Champion #58 | Rigida 16-22 |
| | HUBS | Sansin | Shimano 400 | Sansin | Specialized sealed | Suntour sealed | Specialized sealed |
| | TIRES/VALVE | 27 X 1 1/4 SV | 27 X 1 1/8 SV | 27 X 1 1/4 SV | 700 X 35 PV | 27 X 1 1/8 PV | Choice of 700/27 PV or SV |
| drivetrain | REAR DER | Suntour AX-GT | Shimano 105-GS | Shimano Deore XT | Suntour Mountech | Suntour Superbe Tech | Suntour Mountech |
| | FRONT DER | Suntour ARX | Shimano 105 | Shimano Deore XT | Suntour Mountech | Suntour Cyclone MkII | Suntour Mountech |
| | SHIFT LEVERS | Suntour DLW | Shimano 105 | Shimano Z-408 | Suntour Superbe | Suntour Superbe | Suntour DLW |
| | CRANKSET | SR SAC-T310 32 X 44 X 50 | SR CRC-T 30 X 46 X 52 | Sugino LT 28 X 44 X 50 | Sugino TAT 28 X 44 X 48 | Sugino TAT 30 X 44 X 48 | Sugino TAT 30 X 46 X 50 |
| | FREEWHEEL | Suntour PT-5 | Shimano 6 | Suntour Pro Compe 5 | Suntour New Winner Ultra6 | Suntour New Winner 5 | Suntour New Winner 6 |
| | COGS | 14/16/19/26/32 | 14/16/19/21/24/28 | 14/17/21/26/34 | 13/15/17/20/24/30 | 13/16/20/24/30 | 14/16/18/21/25/30 |
| parts | PEDALS | SR SP-150 | SR Alloy | KKT ProVic IIA | MKS Sylvan | SR SP-100BL | Suntour Superbe sealed |
| | SADDLE | Sella Italia | Anatomic | Sella Italia | Avocet TI | Avocet TI | Vetta |
| | BRAKES | Dia Compe #960 cantilever | Shimano BR-2570 | Dia Compe #960 cantilever | Shimano Deore XT canti | Modolo Flash | Suntour Superbe |
| | WEIGHT - 23" | 27 | 25.5 | 27 | 27 | 24.5 | 24.5 |



WARRANTY

WHY I SHOULD BUY A BIKE AT R+E

BECAUSE: Unlike most shops that have their bikes assembled by part time summertime help, our bikes are assembled by fulltime staff mechanics. We check the bottom bracket, hubs, and headset. We tighten and true the wheels, and make sure the bikes are ready for the rigors of the road. This saves you and R+E time because post-sale problems are eliminated.

BECAUSE: The R+E warranty exceeds the manufacturer's warranty. As with most shops, our frames are warranted for the life of the original owner -- but when it comes to parts, we SURPASS the original manufacturer's warranty. This means FIVE YEARS on parts, and ONE YEAR against spoke breakage.

BECAUSE: We maintain over a quarter of a million dollars of parts and accessories so you can get the item you want when you need it.

BECAUSE: For most repairs we offer overnight service. That means you don't have to do without your bike when you need it most. Our summers are short--and we don't want your bike to spend one sunny day in our repair department!

BECAUSE: We are bicycle experts. We make top-quality frames on the premises (ask for a short tour), and offer unsurpassed technical know-how. This makes us one of the few shops in the country that can do ANY repair "in house".

BECAUSE: We send you a newsletter regularly to keep you informed on what's new, what's happening in the cycling community, and what's on sale.

BECAUSE: All our employees are avid cyclists. We have advice to offer based on experience, not on books, manuals or hearsay. Among our staff members there are tourists, racers, triathletes, commuters and recreational riders.

BECAUSE: We have the means and knowledge to fit your bicycle to you properly using THE FIT KIT. This is the same system being used by Olympic bound riders at the Colorado Springs training camp. Developed at the New England Cycling Academy, this system takes the guess work out of bicycle sizing.

BECAUSE: We offer you FREE FLAT TIRE REPAIR SERVICE for the first year you own your new bicycle.

BECAUSE: We give you ONE FREE COMPLETE CHECKOVER within 60 days of your bicycle purchase. This insures your bicycle will give you years of reliable service.

BECAUSE: You get ON THE SPOT REPAIRS for the first 60 days you own your bike. We want you to enjoy your new bike--not spend time waiting for a small repair.

BECAUSE: We give you 10% off ALL PARTS AND ACCESSORIES for the first 90 days you own your bike, and 25% off installation charges during assembly.

BECAUSE: You get 20% off THE FIRST TUNE UP your new bike requires (anytime within 18 months).

BECAUSE: IF YOU ARE NOT TOTALLY SATISFIED WITH THE NEW BICYCLE YOU HAVE PURCHASED AT R+E CYCLES YOU MAY RETURN IT FOR A FULL REFUND WITHIN THE FIRST 30 DAYS YOU OWN IT.

AT R+E CYCLES YOUR SATISFACTION IS OUR MOST IMPORTANT PRODUCT.



Racing helmet technology finally enters the 20th century

- Black, high-impact co-polymer shell aerodynamic shape and trimmed front
- Fully adjustable, one-hand-release chinstrap
- Meets or exceeds ANSI Z90.4 performance standard

\$39.95

Second Day FREE

on all MOUNTAIN BIKE RENTALS

R+E CYCLES 5627 University Way NE Seattle, WA with this coupon

| MOUNTAIN | | | |
|--------------|------------------------|--------------------------|-------------------------|
| MODEL | Specialized Rockhopper | Bridgestone MB-1 | R+E Montana |
| PRICE | \$399.95 | \$519.95 | \$549.00 |
| wheels/frame | FRAME SIZES | 17/19/21 | 17/18/19/20/21/22 |
| | FRAME TUBING | Chro-moly | Chro-moly butted |
| | FORK | Chro-moly | Chro-moly |
| | RIMS | Specialized X-28 | Araya 7X |
| drivetrain | HUBS | Specialized sealed | SR MT300FQR/RSD sealed |
| | TIRES/VALVE | 26 X 1.5 SV | 26 x 2.125 SV |
| | REAR DER | Suntour Mountech | Shimano Deore XT |
| | FRONT DER | Suntour AGTech | Shimano Deore XT |
| | SHIFT LEVERS | Suntour | Shimano Deore XT |
| | CRANKSET | Specialized 28 X 38 X 48 | Sugino TAT 28 X 36 X 46 |
| parts | FREEWHEEL | Suntour Perfect | Suntour Pro Compe 6 |
| | COGS | 14/17/21/25/30 | 14/15/17/21/26/32 |
| | PEDALS | Shimano SX | Suntour XC II sealed |
| | SADDLE | Avocet TI | Sella Italia |
| | BRAKES | Shimano AT-50 | Shimano Deore XT |
| WEIGHT | 30 | 30 | 28 |

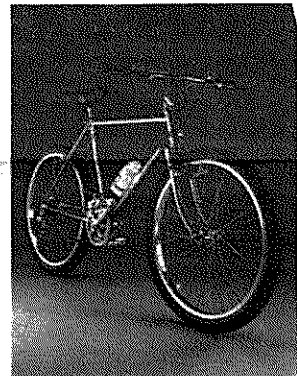
MOUNTAIN BIKING

Mountain bikes open up vast areas where few cyclists once dared to go. Now forest service roads in the foothills of the Cascades, sandy island beaches, and abandoned trails and roads make fine day trips for the mountain bike rider. With wide balloon tires, gears suited for all terrain, and solid secure brakes you can ride almost anywhere.

Just as skinny tire bikes have evolved into racing and touring models so too have the fat tire bikes. The evolution is in full swing now. Some hikers and climbers "backpack" on unused roads to the start of their adventures. There are competition "trials" bikes designed for finesse in handling difficult courses over boulder and stump. And there are "street" mountain bikes designed with "skinnier" fat tires for in-city concrete commuting. Once again you should think of what you main intended use is and test ride some "All Terrain Bikes" before you buy.

The stresses on a mountain bike are tremendous. Going over obstacles, bouncing into streams, and straining up a hill make for a true test of human and machine. A true mountain bike will have oversize tubing to take the extra abuse. The bearings will oftentimes be sealed against the likely possibility of dirt and mud entering. The brakes will be the most powerful cantilevers. The gear changers will be quick and positive under load.

At R+E Cycles we have a wide range of mountain bikes. We carry the stock lines of Bridgestone, Specialized, and Cannon-dale. We design and import the red Montana bikes ourselves. And Glenn Erickson builds a flawless lugless frame that is the equal of any of the big names in the business. Stop by today and test ride your mountain bike in nearby Cowen Park and see how you handle the Ravenna Ravine!



COMPARE SHOPS FOR YOURSELF BELOW

| | Staffed by cyclists | Open seven days a week | 1 day repair service | Fit Kit sizing | Frame repairs & painting | Free 60 day checkover | 5 year parts warranty | Informative newsletter | Flats repaired free 1st year | Convenient bike parking | 2 year wheel warranty |
|-------------------|---------------------|------------------------|----------------------|----------------|--------------------------|-----------------------|-----------------------|------------------------|------------------------------|-------------------------|-----------------------|
| R+E CYCLES | YES | YES | YES | YES | YES | YES | YES | YES | YES | YES | YES |
| shop X | | | | | | | | | | | |
| shop Y | | | | | | | | | | | |

DO IT YOURSELF BIKE COMPARISON CHART

| | MODEL | PRICE | FRAME SIZES | FRAME TUBING | FORK | RIMS | HUBS | TIRES/VALVE | REAR DER | FRONT DER | SHIFT LEVERS | CRANKSET | FREEWHEEL | COGS | PEDALS | SADDLE | BRAKES | WEIGHT - 23" |
|--------------|-------|-------|-------------|--------------|------|------|------|-------------|----------|-----------|--------------|----------|-----------|------|--------|--------|--------|--------------|
| wheels/frame | | | | | | | | | | | | | | | | | | |
| drivetrain | | | | | | | | | | | | | | | | | | |
| parts | | | | | | | | | | | | | | | | | | |

STORE HOURS

M-F 9-8
SAT 9-6
SUN 11-5

