



August 2000



5627 University Way NE • Seattle • 206-527-4822 • http://www.rodcycle.com

THE NEWSLETTER OF CYCLING VALUES! MAY EDITION 2000

LET'S TALK COMFORT!

Every shop has their own philosophies. When it comes to bikes, our philosophy is that "comfort is the most important part of the bike". If you gave me a thousand dollar bike that was a poor fit or a two hundred dollar bike that fit well, I'd choose to ride the \$200 bike in a heartbeat. Fit is the first component in comfort. If the fit is off, it may manifest itself in the form of saddle discomfort, neck and shoulder pain, back discomfort, or aching hands, wrists, or feet.

In the beginning of the season, or for those who don't ride a lot, it is natural to notice some uncomfortable feelings, but not of a level that might be defined as "hurts". Also, if you are doing "long" rides you may find that after 60 or 70 miles, you want to "skooch" around a bit. However, if you are constantly "skooching" early in the ride, or disliking your saddle, you might want to have you and your bike looked at.

Over the years our staff has made thousands of people become more comfortable on their bikes. Sometimes we work with people who seem to fit perfectly well on their bikes yet they are still experiencing pain or constant discomfort. This is often due to their riding technique. Often we can spot a subtle posture or habit that we can help you modify, and like magic, your bike seems to fit.

Sometimes numb hands, aching feet, or saddle chafing can easily be eliminated with a change of equipment or accessories. There are lots of new saddles on the market for both men and women.

Padded gloves can solve many a hand problem. Replacing running shoes with cycling shoes can produce amazing results.



"Just get used to it", is not a sentence we use around here. Bicycling is supposed to be fun, not a painful or uncomfortable exercise. When you are comfortable, you'll find you can also ride faster and further. The next time you experience any discomfort cycling, call us to schedule an appointment and we'll work with you to figure it out. We want you to enjoy every mile you ride.

See you on the road!

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HOURS

Monday - CLOSED
Tues. ~ Friday - 12-7
Saturday - 10-6
Sunday 11-5

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How Much Is Your Head Worth?

If you've ever heard people in the bike industry recommend replacing your helmet every 3 years, it's not just because they want to make some extra money. Helmets get accidentally dropped, banged around and they experience some deterioration due to the sun.

There is proper "helmet fit" and proper "helmet adjustment". If your helmet does not ride low on your forehead, parallel to the ground, but slips and slides around, it may not give you the protection you need, in the case of an accident. We are fussy helmet fitters. If you come by with your helmet we'll adjust it for you free of charge.

And if you have a small head, you are in luck. We have an overstock of small helmets and are offering them at major discounts. Come check them out.

Table with 3 columns: Model, Reg. Price, Sale Price. Includes Giro Incline, Giro Ventura, Giro Torero, Giro Alturus, Giro Helios.



TIRES EASILY!

Vittora Roma 700X25c tires are on sale for just \$6.99 each

Reg. \$15

Hurry, limited supply!

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 6/12/00



RACK 'EM UP!

Ready for this one? It's a quality alloy rear rack for just \$14.99. Can't beat that! Black only. Reg. \$22.99

Special \$14.99

Hurry, limited supply!

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 6/12/00

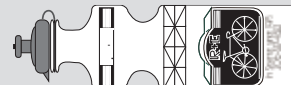


SOMETHING FREE!

Bring in this coupon, with your mailing label attached, and we'll give you a free R+E water bottle with any \$15 purchase.

FREE BOTTLE

Not an in-store coupon. Offer good with coupon that has mailing label only. No cash value. One pair per coupon, one coupon per customer. Limited to stock on hand. Expires 6/12/00



WARNING SIGNS THAT YOUR BIKE DOESN'T FIT PROPERLY

1. You are uncomfortable sitting on your saddle. This may be due to needing a different saddle, however it is often due to a top tube that is too long or too short, or an improperly positioned saddle. This is an easy thing for us to diagnose and often quite easy to alter.

2. You are REALLY uncomfortable sitting on your saddle. WOMEN do you know what I mean? All too often women's bikes are too long for them in the top tube. To compensate for this, female riders tend to stretch with their arms and shoulders and then tilt forward putting pressure on their "girl parts" which can be very discomforting to say the least. Before you give up on riding or purchase a new seat let us evaluate your riding position. The pain that dare. not speak its name can be cured.

3. You get shoulder or neck pain while riding. Another easy to fix problem. Your handlebar's may be too wide or too narrow. This pain can also indicate some more basic bicycle fitting problems such as saddle, stem or brake lever adjustments. We'll measure your shoulders and your handlebars and make recommendations as to the suggested width. We'll also examine and evaluate your positioning on your bicycle.

4. You have knee or ankle pain. Your saddle or foot position is probably incorrect. This involves a little more in depth procedure but solves many an uncomfortable rider's problem. Using a stationary trainer and rotational pedal device we'll evaluate your riding position to ensure you miles of pain free riding.

5. It just doesn't feel right. If it doesn't feel right, it's not right. You are the one who is riding the bike and you should be comfortable. Again, we'll set you up on a stationary trainer and evaluate all aspects of your riding position. When we have finished you'll love riding your bike.

Rx

**IF DISCOMFORT PERSISTS,
DRINK 2 LATTES AND CALL
R+E IMMEDIATELY
206-527-4822**

SERVICES

INECA
NEW ENGLAND CYCLING ACADEMY

FIT KIT-PC[®]

Basic Measurements

\$25.00 (free with R+E Cycles bicycle purchase)

* Measure inseam, torso, arms, shoulders, hands and feet, and give you a computer print out of your recommended bicycle measurements. Bring your bike in and we'll compare these to your existing bike.

Complete Bicycle Fitting

\$100.00

(by appointment with Dan Towle or Estelle Gray)

* Measure inseam, torso, arms, shoulders, hands and feet, and give you a computer print out of your recommended bicycle measurements. With your bike on our stationary trainer, we'll adjust your saddle height and fore/aft position. We'll also determine your proper stem height and length & recommend proper brake lever positioning.

R.A.D.

\$50.00

* Using our Rotational Adjustment Device we'll adjust your cycling cleats to their optimum position.

FIT WITH R.A.D. \$125.00

* All of the above

THE ANATOMY OF A CYCLING SHORT

What's inside a short? The chamois or lining is the critical part of any cycling short. cycling shorts are designed to be worn without underwear. The inside is lined with a seamless pad that is made of a high tech material that wicks away sweat. When you wear underwear that is usually made of cotton or nylon it defeats both purposes. You end up with a lot of seams and find yourself sitting in a fabric that does not breathe.

The more you pay for a short, generally speaking, the higher quality the chamois. A high quality mens short usually has a terry liner at the top of the chamois to help wick away sweat from the torso.

Cycling shorts are usually black to help hide the road grime. However, they come in different materials. "Lykra" is the stretchy component of the fabric. Most "lykra" shorts are really made of lycra and nylon. You'll often find shorts made of supplex® or drylete®, ultrasensor®, etc. They usually have some lycra in them so they'll stretch but they offer better breathability than straight lycra and nylon.

Cyclists tend to wear their shorts a little on the longer side. This is so they don't creep up while you are riding. If your prefer a shorter short, we sell one by Shebeest for women and the "Shortcut" by Pearl Izumi for men.

Some people think "I don't care what you say about how great they are, I'm not running around in tight black shorts."

That's OK. We also sell some nice "baggies". These are highly technical shorts with a lightweight over short. They are also designed so you don't have any nasty seams under you and are made of an outer fabric that dries quickly.

If you've never tried a cycling short before we encourage you to. You might just find that they add a level of comfort that you'll enjoy.



DREADLOCKS!

The versatility of a cable, with the security of a U-Lock. Pick up the Trek Dreadlock by Kryptonite and save \$5
Reg. \$30 **Sale \$24.99**

Hurry - limited to stock on hand!

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 6/12/00



CHAIN SHINE MR.??

The Park Chain Mate is teh worlds greates way to clean your chain and stay clean yourself. Reg. \$25

Sale \$19.99



Offer good with coupon only. No cash value. Limited to stock on hand. Expires 6/12/00

START OUT RIGHT!

Here's a great deal for you! Finish line lubricant, bike protectant, and citrus degrease4r all in the same package. Save big when you buy this Finishline starter kit. Reg. \$20

Sale \$9.99

Hurry - limited supply!

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 6/12/00



LEGAL ALIEN

Keep an Alien on your bike and you'll be able to fix just about anything with this one tool! Reg. \$40

Sale \$34.99

limited supply

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 6/12/00



THE TANDEM - CORNER -

Here's the schedule for the rides that we have currently scheduled.



- May 13 Skagit Calssic, 25- 60 mile routes. Burlington, Washington. Meet at reg table at 8AM. Info: 360-856-0836.
 - June 11 Sheila Hoffman and Spencer will lead a ride in the Southworth area. Approximately 60 miles. More info to follow.
 - June 25 Pat and Anne Normile will lead a Whidbey Island ride. More info to follow.
 - July 1-3 Northwest Tandem Rally in Port Angeles. We'll all be there!!
 - July 22 The Murphys will lead a fun ride around Eatonville with a spectacular bakery stop. More info to follow.
 - August 5 Dennis and Louise Fugier will lead a San Juan Island ride. More info to follow.
 - August 26 Jim and Ann Jensen will lead a ride around Snohomish. More info to follow.
 - Sept 1-4 Sleeping Lady Rally in Leavenworth. sign up now!!
 - Sept 16 An evening/dinner ride leaving from R+E. More info to follow.
- If you would like to lead a ride or be added to our tandem e-mail list, please contact us.

"I'M LOOKING FOR A NEW BIKE...."

Buying a new bike can be confusing but I have a method that helps simplify things. Assuming that you are only going to be considering bikes that fit well, I recommend you concentrate on finding the shift lever that you like the best. You can always change the seat and pedals, and you probably won't notice much difference in the front hub or front derailer while you are riding. But after you have shifted 20 or 30 times during a ride, hopefully you'll be glad you have levers you like, instead of wishing you did.



Mountain bikes and Hybrids tend to have levers that either twist by rotating your wrists or 4 levers that you push with your thumb or forefinger. Which is better? It depends. If you are someone prone to tendinitis in your joints you may not like the wrist action. On the other hand you may find that having 4 levers is confusing.



Road bikes are usually equipped with either Shimano or Campagnolo (Campy) components. The Shimano levers require that you move the brake lever and a smaller lever tucked behind it. The front lever is indexed just like the rear for quick, precise shifting. Campy levers involve using your thumb for one direction and a separate lever (not the brake lever) for the other direction. The front is ratcheted instead of indexed. There are some other subtler differences which you'll find as you try them.

Which is better? It's like cars. Some people insist on automatics others are die hard standard transmission folks. Neither is right or wrong, good or bad. It depends on your style. How will you know which you should choose? Try them each in the store and then take the one you prefer for a good test ride. Shift it as many times as you can. Your preference will become obvious and your decision will become easier.

TIME TO RETIRE!

Make your mountain bike fast like a road bike! The Cyclepro 26X1.5 tires are just what your mountain bike needs for riding on the pavement. Kevlar belting ensures the best puncture resistance, and a top pressure of 100 psi makes for the best road performance you can expect from a mountain bike. Reg. \$30 each

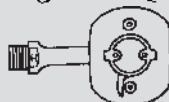
Special 2 for \$39

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 6/12/00



JOIN THE CLICK

the frog



Purchase a pair of Clipless Frog Pedals and shoes and we'll knock

15% off

the package deal and install the cleats for free - will you wait! Choose from Shimano, Diadora, or Lake shoes.

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 6/12/00

DON'T GET WET!

Use this coupon to **save 20%** on any fenders in stock!

Reg. \$10 - \$40

Hurry - limited to stock on hand!



Offer good with coupon only. No cash value. Limited to stock on hand. Expires 6/12/00

5-YEAR WARRANTY

Phil Wood bottom brackets have long been the choice of tandem and touring cyclists because of their incredible durability. Phil guarantees that it will not require maintenance for 5-years! The best warranty in the business. Use this coupon to wave over 50% on a Phil Wood bottom bracket. reg. \$180

Special \$85 installed!

In Stock, Shimano models only.

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 6/12/00

SOMETHIN' FOR NOTHIN'!

Well almost. We have a good supply of Campagnolo 53 tooth chainrings that came off of Mirage and Veloce cranks. Reg. \$40
Bargain bin special - \$5.99
Save 80%



Offer good with coupon only. No cash value. Limited to stock on hand. Expires 6/12/00

SEATTLE GRUNGE

Protect your derailleur from Seattle Grunge. This rubber boot fits neatly on your front or rear derailleur to keep it sealed up from the elements. Your shifting will stay working better longer.

Reg. \$17 front, \$20 rear

SAVE 15%
with this coupon



Offer good with coupon only. No cash value. Limited to stock on hand. Expires 6/12/00

TOTALLY TUBULAR!

3 tubes for \$10
With Coupon
Reg. \$4-5 each



Offer good with coupon only. No cash value. Limited to stock on hand. Expires 6/12/00

GREAT TIRE!

The Michelin axial sport tire is great for everyday use, or fold it up and use as a spare! Reg. \$25
Special \$14.99



Offer good with coupon only. No cash value. Limited to stock on hand. Expires 6/12/00

LATEX TUBES

We've got some 26X1.5-1.9 Presta valve latex inner tubes in stock. These are more puncture resistant than regular inner tubes, and are very, very light weight. Reg. \$15 each

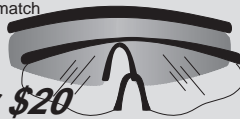
Special \$8.99



Offer good with coupon only. No cash value. Limited to stock on hand. Expires 6/12/00

SUNGLASS SPECIAL

Pick out a pair of these sunglasses (reg. \$20 each) and we'll throw in the second pair FREE!! You can mix and match colors.



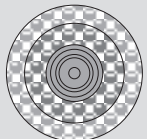
Special 2 for \$20

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 6/12/00

RED LIGHT SPECIAL

Pick up the little blinky red light for JUST \$2.99
Reg. \$5

Special \$2.99



Offer good with coupon only. No cash value. Limited to stock on hand. Expires 6/12/00

ESTELLE'S BIKE CAMP FOR WOMEN!!



ESTELLE GRAY AND RODRIGUEZ BICYCLES ARE CONDUCTING WOMEN'S CYCLING CAMPS!

Due to demand, we'll be hosting 2 different camps for women of different levels.

The basic camp will be offered at 3 different times, June 9,10, 11, July 28,29,30 and Aug 4, 5, 6. The July session will be broken into two groups, basic and experienced.

This basic is designed for women who want to ride their bikes more efficiently. We'll focus on understanding your gears so that you can ride faster and further more easily. We'll concentrate on making the hills feel easier and help you improve your bike handling skills. We'll cover topics such as efficient gear shifting, cadence, injury prevention, proper bicycle fitting and technique, and learn how to fix a flat. You'll have an opportunity to try clipless pedals if you'd like and you'll learn how to work with a cadence computer.

We welcome riders of all ages, abilities, fitness levels, and bike types. The material is designed for the woman who wants to gain a better understanding of her bike as well as for those who are going to ride a century. You do not have to be in "good shape" to attend camp!!

The experienced group at the July camp, will be co-taught by author, triathlete, Sally Edwards. In this session we will assume that the riders already know how to shift their gears and we will focus on riding in the proper gear according to your heart rate. You'll learn the ins and outs of training and riding with a heart rate monitor, as well as how to design an effective training program for yourself. We'll work on bike handling skills by learning to ride on "rollers" and then we'll go out and practice drafting. We'll also teach drills that will get you stronger and faster.

All of the camps are held at the scenic Mountain Springs Lodge, outside of Leavenworth, WA. The food is gourmet and abundant, the setting is magnificent and the camaraderie can not be defined!

Cost of the camp is \$399 and includes:

2 nights lodging (single beds, 4 to a room)

6 meals (Fri dinner thru Sun lunch)

Snacks and soft drinks

Instruction and all materials

Use of a cycling computer with cadence function or heart rate monitor.

To sign up:

Name _____ phone(s) _____

Address _____ e-mail _____

city, st. zip _____ Date of camp _____

Form of Payment:

Check enclosed Credit Card

_____ exp. _____

Type of card: Visa MC Discover

We will send follow up confirmation with detailed information

To receive further information e-mail us at rodtandem@aol.com or leave a message at 206-527-8931 ext:911



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