

# UTILITY TOURING

When you say "I want room for fenders and big wide tires, mounts for rear and front racks, a bomb-proof frame and fork, mounts for 3 water bottles and a custom frame made in the U.S.A".... What I hear you saying is that you want a Rodriguez Adventure. This is a comfortable, American made, steel, classic touring bike with modern day and old school conveniences. We offer a selection of different component set-ups, all with a triple crankset, and handbuilt wheels with a 3-year warranty. Starting at just \$2,599, the Rodriguez Adventure is the best value for an American-made touring bike in the industry today.



Now available in  
Step Through Frame  
\$200 upgrade

Our customers ride their touring bikes a lot, so all of the components are selected for their quality and ability to be repaired as needed. The Adventure is available in our 20 sizes plus custom. We offer 4 standard paint schemes or choose custom paint if you like.... we're building it just for you, so why not? We're even offering nine different decal designs so you can really make your bike fit your personality.

# COMMUTING



For those ready to tour the world, we're offering the Touring travel version (\$700 upgrade) that uses S&S couplings and fits in a 26" X 26" suitcase.

FROM  
**\$2,599**

	Adventure Basic \$2,599 or \$3,299 (travel version)	Adventure Plus \$3,199 or \$3,899 (travel version)
Frame	Reynolds 725	Vari-Wall THERMLX
Fork	Aluminum Touring	Aluminum Touring
Shift Levers	Shimano Dura-Ace Bar-end 9x	Shimano STI 9x
Brake Levers	Tektro Ergo	Tektro Ergo
Brakes	Tektro Cantilever	Trillium Big-Squeeze™
Bottom Bracket	Cartridge Sealed	Cartridge Sealed
Cranks	Sugino Touring Triple	Sugino Touring Triple
Cassette	Shimano 11-32 9-sp	Shimano 11-32 9-sp
Front Derailleur	Microshift Triple	Microshift Triple
Rear Derailleur	Shimano Deore	Shimano Deore
Chain	KMC 9-sp	KMC 9-sp
Hubs	Sealed Bearing	Sealed Bearing
Rims	Weinmann ZAC19	Weinmann ZAC19
Spokes	Stainless 14G	Stainless 14G
Tires	Panaracer Pasela PT	Panaracer Pasela PT
Handle Bars	Kalloy Drop Bars	Kalloy Drop Bars
Head Set	FSA 1 1/8" Cartridge Sealed	FSA 1 1/8" Cartridge Sealed
Seatpost	Alloy 27.2	Alloy 27.2
Tape/Grips	Black Cork	Black Cork
Saddle	WTB Speed V	WTB Speed V

## Common Upgrade Options

### Frame Upgrade Options:

- Step Through frame - \$295
- Custom Paint - \$100 ~ \$600
- Custom Sizing - \$200
- Travel Version - \$700

### Component Upgrade Options:

- Shimano 9-sp STI Shifters - \$200 (Included on Adventure Plus)
- Phil Wood Bottom Bracket - \$180
- Allfine Generator hub - \$90
- Schmidt SONdelux Front Hub - \$285
- Kinect Seatpost - \$250
- Full Fenders Installed - \$75
- Luxos Front Light w/USB port - \$245 (requires a generator hub)
- Big Squeeze Brakes - \$150 (Included on the Adventure Plus)

For more information and color photos visit us on the web!

Parts specifications subject to change depending on availability

 [www.rod bikes.com](http://www.rod bikes.com)

# PIONEERS AND PROFITS

Now that bicycles are hugely popular, I'm sure you've noticed that a lot of companies are getting into bicycle fitting of some kind or another. If you were to step back in time though, say...30 years or so, you'd find that only a few very specialized companies had the passion to spend the time and resources to develop bicycle fitting technologies. One of these pioneer companies was, and still is, R+E Cycles right here in Seattle. For 40 years we've been developing fitting technologies to make your cycling experience all it should be.

## NEXT-fit™

You know us for our Rodriguez and Erickson bicycles, but our bicycle lines actually grew out of our fitting techniques. Without the poorly fitting bicycles being sold all over the world, we couldn't have performed over 50,000+ bicycle fits and collected the data to engineer our NEXT-fit™ Bicycle Fitting Software. Without the machines and experience of building bicycles, we couldn't have created our NEXT-fit™ adjustable fitting bike. Without the data, and the adjustable bike, we couldn't have engineered our 20 production sizes of Rodriguez bicycles to fit as well as they do.

We are a different kind of bicycle company. Sure we spend time making our bikes light, but probably 90% of our development goes to making our bicycles fit our customers more comfortably. We've found that no amount of weight trimming or aerodynamics can replace a comfortable ride when it comes to speed on your bike.



Over the past 40 years, this philosophy has evolved into our own complete fitting system, the NEXT-fit™ system. The system includes software for accurate fitting suggestions for the professional, as well as a plethora of tools for accurate measurements. The crown jewel of the system is the only completely adjustable fitting bike made that can be adjusted by the fitter as the rider is riding.

Most of our customers are not professional racers, but ordinary people who want to enjoy a comfortable, high-end bicycle. It only makes sense to innovate with that in mind.

As a custom bicycle manufacturer (Rodriguez and Erickson), as well as a bicycle shop equipped with a computer programmer and a full machine shop, we have a unique approach to bicycle fitting.

We've dedicated huge resources over the years to improve our methods of adjusting bicycles for our customers. We have immediate feedback from thousands of clients, and we can make adjustments to our tooling or software on the fly. If you would like to read more about the NEXT-fit™ system, I've written oodles of info and it even has its own web site. I've got photos of a NEXT-fit™ session as well as sample forms that the software creates available for viewing on the site as well.

Visit NEXT-fit™ online at  
[www.next-fit.com](http://www.next-fit.com)



## TEAM RODRIGUEZ

*Matt on his custom-sized Rodriguez Adventure, tearing up the streets of Seattle. Read his story in our online customer scrapbook at [www.rodcycle.com](http://www.rodcycle.com)*