

Success is the sum  
of small efforts,  
repeated day in and  
day out.

Robert Collier



Rodriguez  
Trillium



5627 University Way NE • Seattle • 206.527.4822 • [www.rodcycle.com](http://www.rodcycle.com)

The Newsletter of cycling values!! July ~ August 2009

## Chaos...The New Standard

Isn't it nice to know that you can take your bike into any bike shop and get it fixed? If they don't have the part to fix your bike, they can easily order it and have it fixed in a day or two? Well, it wasn't always that way. You see, in the 1970's the International Standards Organization (ISO) spent years of painstaking work involving over 30 nations to develop standard sizes, thread pitches and specifications for common bicycle parts like bottom brackets, hubs, freewheels, head sets, etc...

Before the ISO endorsements were made, each country had it's own standards. Even within a country, you could find different standards for different manufacturers. A bicycle made in France used different parts all around than a bicycle made in Italy or the United States. This made life difficult for both the bicycle dealer trying to help a customer, and also for the customer who had purchased a bicycle with standards not common in their area.

While rifling through my 1970's Bicycling magazines, I found an article on this while the standards were still in development, and it brought to mind many situations that are occurring now in our industry today.

While we have always tried very hard to manufacture our bicycles using standard size parts and specifications to make things easy for our customer, many manufacturers are now veering far from the ISO standards in an effort to create what's called 'proprietary' parts. These are parts designed specifically for that particular frame. It can be something as small as the part that holds the rear derailleur to a carbon frame, or something major like a specific bottom bracket that's only available from that manufacturer.

I think people should be aware of proprietary parts as they can make life difficult for the customer, as well as the bike shops trying to help that customer.

Here are a few recent cases of proprietary parts, and 'new standards' issues for your consideration.

Continued on Page 7...

## The Best Deal in the World!

Go ahead, look around, but you will not find a hand-built bicycle made in the U.S.A. for anywhere near the price we're offering. As a matter of fact, you'll have a heck of a time even finding a hand-built frame for the price we're offering the whole bicycle for! Give me a call, I'll give you their websites and you can see for yourself.



**Full Bike JUST \$1,599**

People who didn't think they could afford a custom bike are now riding in style on the new Rodriguez Navigator.

When you buy a bike, your main focus should be on the fit, the quality of the frame, and the reputation of the builder. The Rodriguez Navigator is a hand-built Sport bike that's perfect for commuting, triathlons, or day riding. The whole bike is built in men's and women's sizing as well as custom sizing.

The bike comes standard with clearance for fenders and braze-ons for a rear rack. We're even including a triple crank set and our exclusive Rodriguez stainless steel bottle opener right on the seat stay.

See Page 2 for more info!

July Special:  
FREE Custom Paint!  
See Page 2 for details



Rodriguez

Remember - Frame repairs and paint jobs are available at R+E Cycles!

PRSRT STD  
US Postage  
Paid  
Seattle, WA  
Permit No. 157

## Give me a Brake!



Here they are! Brought to you by R+E Cycles, the best brake pads in the world! The Mathouser brake pad will last longer, and work better than any brake pad you can buy anywhere. You've seen them out there, this is where they come from. Reg.

\$20 a pair. Fits any standard road bike brake.

**SALE 17.99 pr.**

No cash value. Limited to stock on hand. Offer expires Aug. 8, 2009

## Get off my Back!

Still carrying your stuff in a back pack? Do your co-workers a favor and use this coupon to get a Sun-lite rack trunk and get rid of the 'sweaty back syndrome'. It's the least you can do. Reg. \$45 With coupon just 35.99



**SAVE 20%**

No cash value. Limited to stock on hand. Offer expires Aug. 8, 2009

## Lighten Up



Here's one that even the most frugal of you can't pass up. While they last, use this coupon to get 2 carbon fiber bottle cages for the price of one! Reg. \$45 each. With coupon - buy one, get one free!

This one's a screamer, so you'll want to hurry!

**Buy one Get one FREE!!**

Limit - one coupon per customer

No cash value. Limited to stock on hand. Offer expires Aug. 8, 2009

## Super Computer!

The Sigma BC506 is a super little computer. No frills, and really easy to use. In my book, that makes it SUPER! Reg. \$25

**With Coupon  
JUST \$18.88**



*No cash value. Limited to stock on hand. Offer expires Aug. 8, 2009*

## Dirty Little Bike

If you've got a dirty bike, then we've got your solution. Liquid solution actually...and it's pink. Use this coupon to get a bottle of Finish Line Bike Wash for just \$11 (reg. \$15)

**With Coupon  
Just \$11**



*No cash value. Limited to stock on hand. Offer expires Aug. 8, 2009*

## Stayin' Alive!

We love our customers, and that's why we want them to ride with lights when they commute. We'll even show some love when it comes to the price of a new Planet Bike light set. Get a front and rear light for just \$23.99 with this coupon (reg. \$30)

**With Coupon  
Just \$23.99**



*No cash value. Limited to stock on hand. Offer expires Aug. 8, 2009*

## Those things are Tired!

If that's what you think every time you look at your bike tires, then now's the time to fix it! We'll get those crappy old tires off of there, and set you up with a new pair of Serfas Seca puncture resistant tires for just \$50. "Hey" you're thinking, "that's the regular price!" Well, how-about if we throw in FREE installation? That's a \$20 value. Now you're thinking "That sounds pretty good. I'm going to head down there **today.**"

**SAVE \$20**



*No cash value. Limited to stock on hand. Offer expires Aug. 8, 2009*

## On The List

Get everything that on your list! It's easy with a Sunlite Grocery Getter Pannier from R+E Cycles! It hooks on the rear rack, and you just take it in the store with you. No fuss! (Unless you want some fuss, but it might cost you extra) Reg. \$40

**With Coupon Just \$34.99  
SAVE \$5**



*No cash value. Limited to stock on hand. Offer expires Aug. 8, 2009*

## Eye for an Eye

You lost your favorite \$60 sunglasses and now you don't have enough money to buy another pair? That's a bummer. I feel so sorry for you that I'm willing to help you out. Use this coupon to get 2 pair of sunglasses at R+E Cycles for the price of one. Then you'll be even, and still have an extra pair right? It works out somehow. Reg. \$20

**2 for 1 With Coupon**



*No cash value. Limited to stock on hand. Offer expires Aug. 8, 2009*

## The Rodriguez Navigator

Sure, you can get a cheaper bike that's mass produced in China or Taiwan, but nothing of this quality. Your Rodriguez Navigator will be hand-built here in Seattle just like every Rodriguez frame. It's painted and assembled right here as well. Now you, or your friends, can have that same Rodriguez bicycle experience for a lot less money!



### In a Hurry?

Got a big ride or triathlon coming up? No problem at all! We keep a stock of Navigators ready to go. If we don't have your size already built, it's only going to take 3 weeks. That's right, just 3 weeks...**the fastest custom bike turn-around time in the industry.**



### 31 Flavors

**FREE Custom Paint Upgrade!** For the month of July, you'll get your choice of any color you want (31 colors available) when you order a Reodriguez Navigator.

The Navigator is spec'd with a mix of Shimano, Truvativ, and Tektro components that are inexpensive and durable.

If you have already have an expensive bike, but want another bike that's less expensive to maintain for commuting, yet still fits like a glove and rides like a Rodriguez...the Navigator is a great choice.

If you are riding a triathlon or other cycling events this year but don't have road bike...the Navigator, with the fitting and service that are included, will be just what you'll need to get the most out of your ride.

**Check out Navigator commute and Triathlon packages on the next page!**

If you, or someone you know, might be a good candidate for a Navigator, give us a call and set up a time to come in a meet the whole team here at R+E Cycles.

**Just \$1,599**



To set up a test ride and see if the Navigator is your next bike

**Call today 206.527.4822**

**Pick your Package  
JUST \$160  
Commuter or Triathlon**

**See Next Page**

# How 'bout those Big, Fast Wheels?

## Wait! Is that guy 12 feet tall or are those small wheels?

Recently, while researching for a series of articles that I was writing for the Bicycle Paper, I had a chance to go through my collection of Bicycle magazines from the 1970's. I stumbled across this one, and thought I should point it out to you because it really goes to prove my point about wheel size. We have a lot of customers who fit best on bicycles that have 650 or smaller wheels. Sometimes, a salesperson at another shop will try and scare them from purchasing a bicycle from us by saying something like "you don't want small, slow wheels do you?" Nothing scares a cyclist like the word SLOW. If smaller wheels = slower wheels, then just imagine how fast Al Abbott could have ridden if only he had been told about the greater speed of bigger wheels;-) Maybe he decided that 138.674 miles per hour was fast enough.

The moral of my story here is that if someone tells you that bigger wheels are faster, they are expressing an opinion that is not based on fact. Usually, they don't have a bicycle with a small frame size in stock that has proportional wheels. I say "**Don't be fooled**". There's no question that the important factors for speed in cycling are comfort, control and confidence. Wheels that are too big for your frame size will have a negative effect on all three.



## The Fastest Man on Earth

On August 25, 1973, Al Abbott rode his bicycle on the Bonneville salt flats to a speed of over 138 miles per hour!

*Bicycling! magazine Nov. 1973*

## Navigator Triathlon Package JUST \$160

Want to do a triathlon this season and didn't think you could afford a whole new set-up? Think again! At R+E Cycles we're going to set you up with a great hand-built bike and everything you'll need to enjoy your triathlon season **all for well under \$2,000**. Here's how it works: Order a Navigator before August 8th and you qualify to get everything on the list below for just \$160!

- Profile Jammer GT aero bars (installed)
- Cateye Strada computer w/cadence (installed)
- Water bottle and cage (installed)
- Bento box (for holding your food)
- Sunlight small seat bag
- Spare inner tube
- Tire levers
- Sunlite tire pump w/gage



A total value of over \$260 at regular price.

All for just \$160 with the purchase of a Rodriguez Navigator.

## WOW! That's a lot of stuff for just \$160

*No cash value. Offer expires Aug. 8, 2009*

## Navigator Commuter Package JUST \$160

If you'd like to commit to commuting, we'd love to help you out! Use this coupon to save another \$100 when you purchase a Rodriguez Navigator from now until August 8th, 2009. Now you can have a sweet new commuter bike with **everything you'll need for well under \$2,000!**

Here's what you'll get for just \$160:

- Inline Rear Rack (installed)
- Full Fenders (installed)
- Large Sunlite Panniers (pair)
- Planet Bike front/rear light set
- Patch kit
- Spare inner tube
- Sunlite Pump w/gage and tire levers
- Water bottle and cage



A total value of over \$260 at regular price.

All for just \$160 with the purchase of a Rodriguez Navigator.

## WOW! That's a lot of stuff for just \$160

*No cash value. Offer expires Aug. 8, 2009*



# From The Repair Bench

Seattle Bike Repair - 206.527.0360 - repair@rodcycle.com

*"Impossible just takes longer"*

## STRETCH YOUR BUDGET, NOT YOUR CHAIN

Do you change the oil in your car? Most people will change the oil in their car every 3,000 to 4,000 miles as their manufacturer suggests. Why do they do it? It's still oil when the mechanic drains it out of the engine right? Isn't it still lubricating the parts inside the engine? But still it is drained out of the engine and brand new oil is poured in it's place. The reason that the oil should be changed at a certain mileage is simply preventative maintenance. The engine would continue to run on the same oil for 10's of thousands of miles, but slowly it would wear out, and the engine would become damaged. This is a much more expensive repair than regular oil changes.

The same is true for the chain on your bicycle. The chain on a bicycle is engaging on the gears on the front and back of the bicycle. The chain is manufactured with exactly 1/2" of space between each link, and the gears are precisely manufactured to 'mesh' with the chain. The chain is under incredible strain because the force and leverage that a cyclist applies.

The chain is also subject to sand and other road grime that collect and act as abrasives that wear away the metal. Even with these factors, a chain can last for 10's of thousands of miles just like the oil in your car. But, over time, the chain will stretch. As the chain begins to stretch, and is no longer 1/2" between each link. As it stretches, it wears the metal from the teeth of the gears to match it's new length. If a chain is allowed to stretch too far, it will wear all of the gears on the bicycle so much that they will not 'mesh' with a new chain. If a new chain is installed at this point, the chain will 'slip' on most of the worn gears and create a lot of rumbling noise on the others. Often a customer will come in with a chain that is so far stretched that the bike won't shift well, or the chain may even be broken. At this point, all of the gears have to be replaced and the repair bill is much greater than it would have been if we had just replaced a chain earlier.

What's the recommendation? On modern 9-speed bikes we are seeing that people are getting about 1,000 - 2,000 miles before a

new chain is recommended. The more gears you have on your rear cogs, the faster your chain will wear. For instance, if you have an old bike with 7 speeds on the back, you'll probably get more than 2,000 miles on your chain before it stretches. The same rider on a new 10-speed set up will probably see the chain start to stretch at 1,000 miles. The new 11-speed drive train hasn't been out long enough for us to test, but I'm guessing it will wear even faster than 10-speed.

On a tandem it's more like 800 - 1,500 miles. I've seen some people get 3000 - 4000 miles with minimal stretch, but that's the exception. I recommend that you start having your shop check your chain stretch at 1,000 miles, and then every 500 miles after that. If you replace your chain at the first sign of stretch it will cost you about \$25 ~ \$60 (depending on how many cogs you have in the back). Your shop may check your chain for free while you wait...we do this free at our shop as a service to our customers.

If you wait until your rear cogs have to be replaced along with your chain it will add to the cost substantially. Again here, a 7 or 8 speed cog set might only run \$25 to \$40, but a 10-speed cogset will cost around \$100 or more. And if you wait until your chain just breaks and all of your gears need replacing it will add from \$150 to \$400 or more depending on the rings you need.

## How many miles are on your chain?

### Got a Ride Coming Up?

Now's the time to  
schedule a service  
**206.527.0360**

## Rackity Rack, on the Back

No matter how hard the industry tries to push their new mounting design, Seattle commuters know that there is one best option. That option? A tail light that bolts securely to the rear rack. We've always kept an option for our commuting customers in this category, and it's not been easy. This year, we came up with a cute little unit from Cateye. It's bright, and it stays put on your rear rack just like the Mars 2.0 used to. This is a must for the commuter who hates futzing around with belt clips or seat post mounted units that disappear behind the trunk bag. Reg. \$20

**With Coupon Just \$14.99**

*No cash value. Limited to stock on hand. Offer expires Aug. 8, 2009*

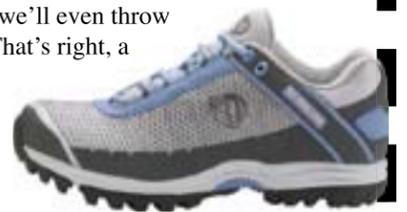


## Shoelicious!

Once you see the new Pearl Izumi Shoes, I think you'll agree with me that they are shoelicious! Right now, we're having a sale on all Pearl Izumi shoes in stock too, so you might even want to bite on this one. Use this coupon to get a 10% on any Pearl Izumi shoe in stock (reg. \$90 ~ \$200) and we'll even throw in a pair of Defeet socks for FREE (reg. \$10)! That's right, a 2 fer!

**Save 10%  
and get FREE SOX**

*No cash value. Limited to stock on hand. Offer expires Aug. 8, 2009*



## Comin' up Short

If you're pocket book is coming up a little short, we're here to help. Now you won't have ride in your cut-offs anymore. Use this coupon to get a comfy pair of Pearl Izumi Quest shorts for just \$47.99 (reg. \$60)

**With Coupon Just \$47.99**

**SAVE 20%**

*No cash value. Limited to stock on hand. Offer expires Aug. 8, 2009*



## Monetary Cap

What if we save you a little 'monetary' on a cycling cap? Would that be OK with you? Use this coupon to receive one Pace Traditional cycling cap for just \$14.99 (reg. \$16.99). Now anyone can afford to look cool.

**JUST \$14.99**

*No cash value. Limited to stock on hand. Offer expires Aug. 8, 2009*



# The Right Bike for Commuting

We're seeing more and more folks buying bikes for commuting to and from work. So many in fact, that I thought it was about time to write some suggestions.

## Comfort:

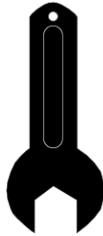
Most bike commuters spend more time on their commuting bicycle than any other bicycle they own. Therefore, your commuting bike should fit you well. It's just as important to have a professional NEXT-fit™ session on your commuter bike as it is on your sweet 'pride and joy' bike.



Ride quality goes to comfort as well. The frame should be comfortable to ride on Seattle's roads (you commuters know what I mean). If a frame has a harsh ride, or fits you poorly, then you're spending a lot of your riding time feeling needlessly miserable :-)

## Maintenance:

WOW! Our commuting customers bring in some dirty, well ridden bikes. As far as wear and tear on the bike goes, I estimate that one month of commuting rain or shine, is like a year of training and fun rides.



If you're like me, you don't want to spend \$200 a month keeping your bike in good riding condition. My main suggestion for commuters is: Keep it Simple! That's the rule for a great commuter bike.

## Gearing:

**Up Front,** I suggest that a commuter bike have a triple crank. I don't ride a triple on my 'go fast bike' but I've found that commuting is a whole different kind of strategy. The triple crank up front will get you up even the gnarliest hill after a long days work.

**In Back,** I suggest that less is more. Buy a bike with 9-sp, or even 8-sp for commuting. I realize that the industry is trying to squeeze more and more gears on the rear cluster, and I've got no issue with that, but if you're going to commute, let me save you a bunch of money right now.



1.) **Frequency of adjustments required.** Fewer gears on those

back cogs means more space between those cogs. This results in less accuracy needed for shifting adjustments. Less accuracy means fewer trips to the repair shop for derailleur adjustments (ie. money in your pocket).

2.) **Frequency of parts replacements.** Under 'rain or shine' commuting conditions, an 8-sp chain and cassette will last most commuters a full year. Under those same conditions, a 10-speed chain and cassette will last only 2 ~ 3 months. Realize that a 10-sp chain and cassette cost about \$160 just for the parts, and it adds up fast. An 8-sp chain and cassette combo is just \$65 and lasts all year. You can do the math.



3.) **Cost of bicycle.** Marry the Frame, Date the Parts.

We find that the medium level parts last as long or longer than the more expensive parts. So, you can put your money into a good frame that fits well, and save your money on the components. Upgrade components that effect comfort (handle bars, seat, pedals & shoes etc..).

**Keeping it simple** on the components will save the year-round bicycle commuter several hundred dollars on the purchase price of a bike, and **hundreds of dollars** every year on repair costs.

I know it's kind of strange for a shop to recommend that less expensive parts will suffice, but for the commuter, your money should go into a quality frame, a good fit, and components that are durable and inexpensive to repair.

If you're the tinkering type, and you really want to upgrade some components on your commuting bike, then I strongly suggest: **Put your money where your bearings are.**

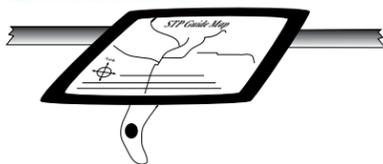
A **Phil Wood bottom bracket** is an upgrade that really increases durability for the commuter. A pair of **Phil Wood hubs** is a nice 'durability' upgrade as well. As far as derailleurs, shifters, cranks, etc... the more expensive stuff is really designed for lighter weight, and performance oriented riding. Transportation is a different animal.



At R+E Cycles, we'd love to help you select the perfect bike for your commute. Give us a call today 206.527.4822

## Where are we?

We're at R+E Cycles saving \$3 on a map case for our bicycle. If you were smart, you'd do the same and never get lost again....that is if you have a map to put in the map case. Reg. \$13



**SALE JUST \$9.99**

No cash value. Limited to stock on hand. Offer expires Aug. 8, 2009

## Flat Broke?

Even so, you still have to have some spare inner tubes. Use this coupon to save a few bucks. Reg. \$5 each

**Sale 3 for \$12**



No cash value. Limited to stock on hand. Offer expires Aug. 8, 2009

## Stretch your Dollar...

...Instead of stretching to your handle bars. At R+E Cycles, we've been pioneers in the bicycle fitting world for almost 40 years now. We've developed fitting methods and systems that you won't find elsewhere. Now you can use this coupon to save 50% of our full fitting service. You'll need to set aside an hour or two. Just give us a call at 206.527.4822 and set an appointment.



You'll feel why the NEXT-fit™ bicycle fitting system from R+E Cycles is preferred by commuters and racers alike.

Reg. price is \$200  
**With Coupon just \$100**

**SAVE 50% on NEXT-fit™ Bicycle Fitting Session**



No cash value. Limited to stock on hand. Offer expires Aug. 8, 2009

## Feelin' the Pinsch?

Then you should be using the Pincher... Doberman Pinscher that is. The Doberman is a heavy duty, versatile cable lock with a re-settable combination. Reg. \$25



**With Coupon just \$21.99**

*No cash value. Limited to stock on hand. Offer expires Aug. 8, 2009*

## Are You Hungry?

The Bento Box carries your power food right on your frame. So, now you won't even have to stop to eat. You can almost ride forever....now if they could solve that pesky other problem that makes us have to stop. Reg. \$20



**SALE JUST \$16.99**

*No cash value. Limited to stock on hand. Offer expires Aug. 8, 2009*

## The Party Pack

You could use the Sunlite Big Boy panniers to carry everything you'll need for a party, but more than likely you'll pack all of your stuff in them while you commute to and from work. This coupon is such a discount that you could throw a party with the savings. Reg. price is \$69.99



**Just \$49.99**

**SAVE 40%**

*No cash value. Limited to stock on hand. Offer expires Aug. 8, 2009*

## Fighting Inflation!

We're joining you in the fight against inflation by reducing the price for our Sunlite frame fit pump. How does that work exactly? We're selling you inflation at a de-flated price....hmmmm....sounds a bit cerebral for me....maybe I'm an airhead. You'll have to figure that one out while you're saving over 25% on this little gem. It even comes with it's own air gage. Reg. \$20



**With Coupon**

**JUST \$14.50**

*This coupon is not a lot of hot air!*

*No cash value. Limited to stock on hand. Offer expires Aug. 8, 2009*

## Are you Sniffin' Glue?

What good is a patch kit if you pass out from the fumes on the side of the road? The Park Glue-less patch system will save you that embarrassment. Just peel and stick! Reg. \$3.99



**SALE \$2.88**

*No cash value. Limited to stock on hand. Offer expires Aug. 8, 2009*

## No More Flat Tires

Well, almost no more flats. A pair of Tire Savers will knock out thorns, tacks, glass or any other flat causer before they have a chance to penetrate your inner tube. We're the place to get them, and our customers love them! Reg. \$15 pr.



**SALE \$9.88**

*No cash value. Limited to stock on hand. Offer expires Aug. 8, 2009*

## Last Minute Items

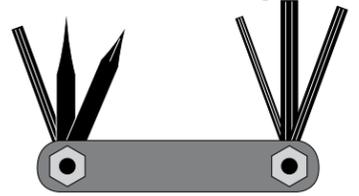
For any rides or triathlons coming up, make sure you've got what you need.

Do you have what you need to fix a flat tire?

- Tire levers
- Spare tube that's the right size for your wheel
- Patch kit
- Air pump that works



Do you have at least a basic folding tool so you can do minor 'on-the-road' adjustments or repairs?



What condition are your tires in? If in doubt, bring them by for a free 'while-you-wait' inspection.

## Want to make the ride more fun?

Now that we've covered the basics, how about making the ride more enjoyable?

Is your bike comfy? Can you ride 50 miles with no pain in the hands, arms, neck, butt, or....well....you know? If not, then call 206.527.4822 and talk to us about a fitting appointment. Getting comfortable on your bike is the first thing to do to make your ride fun.

Cycling shoes are an inexpensive way to really improve your riding comfort and efficiency.



Cycling gloves are a must for comfort as well as safety in case of an accidental 'tip-over'.

Cycling shorts will make any ride WAY more fun.



A basic cycling computer can help entertain your brain as the miles roll away. Plus, you can tell all your friends how fast you rode.

Most importantly, do you have a bike shop? If you have a bike shop, then you have experienced, educated people who can help you get comfortable, and select the appropriate tools and accessories to make your ride a success.

Now, I know that if you got this in the mail, you already have bike shop, but if you know someone who needs a bike shop, just pass this newsletter along to them when you're finished please. We'd love to help them out.



**After all, you are our best salesperson!**

Thanks for getting the word out! -Dan

**We have the Best Customers in the World**



*Received as I typed this newsletter -*

Wondered if you folks were still around. You are!! -- and you deserve to be!!

Our Rodriguez custom tandem (6'4" captain, 5'0" stoker -- Angel thought we had the measurements wrong and asked us to double-check!) is over 25 years old -- 27 I think -- and going strong. No replacement parts (other than an inner tube that gave out yesterday), no repairs. Have not had to have the wheels trued.

In short -- what a bike!! We still love it.

*Long may you wave. - John*

To read more stories like this one, visit our on-line customer scrapbook at [www.rodcycle.com](http://www.rodcycle.com)

...Continued from Page 1

### **Out of business:**

What happens if the company quits making the proprietary part, or if the company goes out of business? For two decades, Burley Tandem company sold tandems all around the world. In 2007, Burley Tandem company went out of business. Burley tandems use a proprietary bottom bracket that was only available through Burley (you can see where this is going). We service many of these bikes each year, and have no bottom bracket to offer the customers who own the tandems besides manufacturing one for them. This is very expensive, and most shops don't have a full machine shop in their basement. In my opinion, Burley would've done the thousands of customers who bought Burley tandems a favor by using an ISO endorsed bottom bracket size.

### **Incompetence:**

What if you can't ride your \$6,000 bike because a \$5 part is only available for order directly through the manufacturer? What if the manufacturer doesn't really have a 'service after the sale' policy, or is completely incompetent?

As I write this, we have a bicycle in the shop that probably cost the customer \$6,000 or so about 4 years ago (not bought from us). He shifted into the spokes and broke the small aluminum part that holds the rear derailleur onto the frame. An easy replacement except for one thing. The part on this carbon frame is proprietary to that frame. Not only that frame, but that model of that specific year. The European company that sells the bike in the U.S. won't sell the part to our shop because we're not a XXXX dealer, so it was up to the customer to call them. Since the frames are made in China, and the company is in Europe, it took over a month to get the part to the customer, who then brought it in to our shop only to find out that they had sent the wrong one. Another month went by (so now he's lost the months of April and May) and they finally got him the right part.

This was just one small, inexpensive part that was keeping him off of his \$6,000 bike. The bad news is that his bike has many proprietary crucial parts on it that will possibly not even be available in a few years.

### **Lifetime Bike:**

A lot of customers who come to our store and buy a bicycle expect it to last forever. This is especially true of those who spend several thousand dollars on a bicycle. To the right are some great pictures of a bike that has lived up to that promise. We see these type of bikes every single day in our repair shop. We serviced hundreds of bicycles while the customer with brand XXXX waited for his \$5 part. I think everyone should consider how easy their bike will be to service down the road when purchasing a bike.

### **"Talk to me in 5 years"**

This is a direct quote from Scott here at the shop to a rep from a components manufacturer that we deal with (we'll call them Z co.). Z co. rep. was in the shop trying to sell us on the new 'standard' bottom bracket size that they were promoting. You see, just because someone calls it a standard doesn't make it one. That might sound confusing, but let me tell you a short story.

Several years back, Z co. tried to get us to adopt their bottom bracket 'standard' (we'll call it YY) for our tandems. I told the rep at the time "YY is not a standard, and I don't perform product testing on my customers". Since we deal directly with most of our customers, we know very quickly if a specification is bad. He told me that other manufacturers had accepted the standard and we were the only hold outs. He was of course, correct, the other guys had accepted the new design, and I'll bet they wish they hadn't (hind sight is always 20/20). He called me a curmudgeon and said that I was "against new technology". We dealt with a few customers who ended up with these bottom brackets and they were indeed inferior to the 'real' standard (way inferior). So inferior in fact, that the company dropped it after just a few years, and moved on to a new 'standard' that was then dropped for even another new 'standard'.

Fast forward to 2009. As the new Z co. rep was trying to sell Scott on the even newer 'standard', and Scott was telling him to talk to him in 5 years, I simply said "5 years ago, you guys told us YY was the new standard, and now you don't even make it anymore". "YY was junk" said the Z co. rep. Although YY was abandoned, YY customers can at least fit a real 'standard' bottom bracket into their frame. When this new 'standard' is abandoned, the frames will not be compatible with an ISO endorsed bottom bracket, and the customers could be faced with the same issue that plagues the Burley tandem owner.

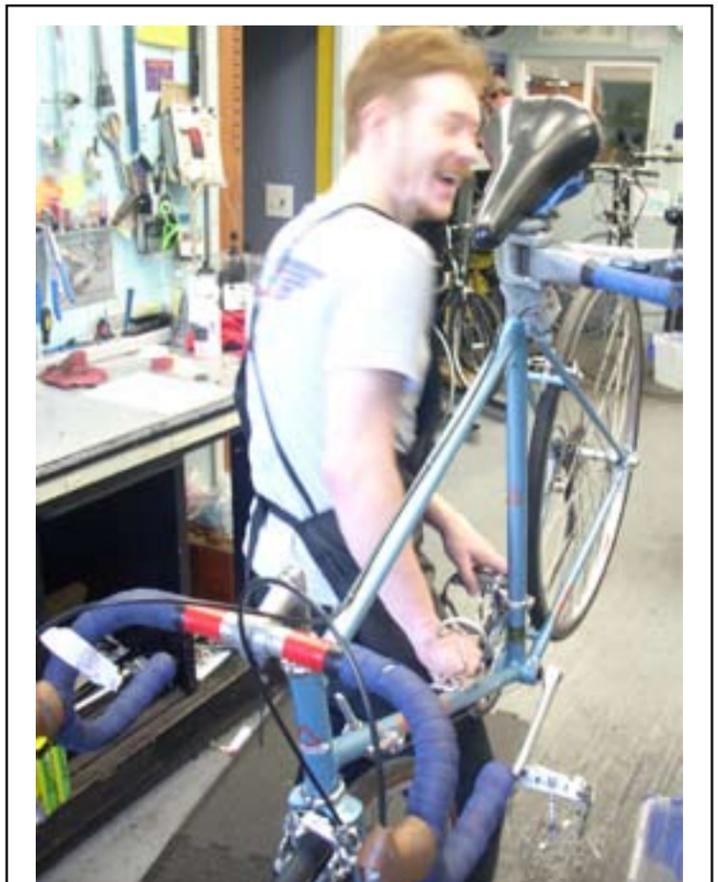
### **How Can You Know?**

If you are like me, and you expect a quality bicycle to provide a lifetime of service, you need to have a guide of how to determine if parts on that bike are going to be available in 25 years. The guy who bought that 'lifetime' bike pictured above got exactly what he paid for.

Things to look for:

1.) I have nothing against proprietary parts, some proprietary parts are a good idea. But, I want to make sure that customers make an educated decision. Any part that is proprietary to one brand of bicycle is NOT a standard. Realize when you purchase a bicycle with proprietary parts on it you're purchasing a bicycle that will most likely not be around forever, and may be difficult to find parts for in a few years.

2.) Just because someone calls a new design a standard, that does not make



Jeremy having way too much fun installing a new bottom bracket into a 25 year old Rodriguez bicycle. This bike looks great, and was back on the road a day or 2 after the customer brought it in for service. Thanks to the ISO commission of the 1970's, this bicycle will probably be on the road another 50 years or more.

A \$25 2009 ISO endorsed bottom bracket fits right in to a 1984 Rodriguez bike. What a concept!

This guy bought a lifetime bike in 1984, and that's what he got. The brand XX will be off the road in few more years.



it a standard. A company can make a design public, call it a standard, and then the industry rejects the design a few years later, and the so called 'standard' dis-appears. This is the case with the ISIS bottom bracket 'standard' that I spoke of earlier.

3.) How long has the 'standard' been widely used in the industry? This is a great way to determine if you will be able to buy a part for your new 'whats-z-ma-jig' head set or bottom bracket in 10 years. If the 'standard' is only a few years old, I would be premature to assume that you will be able to get parts for it in 10 years.

4.) Are major, high-end after market parts manufacturers offering the replacement parts. If companies like Chris King, Phil Wood, White Industries, etc... will invest tens of thousands of dollars into manufacturing to the standard, then there's a good chance you'll be able to get parts in the future. If not, then I would say it will become difficult to repair your bike down the road.

5.) **Ask someone who cares.** I've been in the industry my whole life, and so have the folks who work here at the shop. The Z co. rep was completely wrong about me. I love new technology as much as anyone, but there has to be a reason for it, and it has to be proven sound before I recommend it to my customers. My customers count on my years of experience to build them a bicycle that is durable, comfortable, and will last a long, long time.

Nothing makes me happier than to see 25 and 30 year old Rodriguez bikes roll in for a yearly service (a lot of these customers name their bicycles). Knowing that the bicycle was purchased with a lifetime of riding in mind, and imagining the places that bike has carried the owner to and from, then, sending it back out for more.....that really is what a bicycle should be.

If you want your next bike to be hand-made by people that love bikes and work right here in Seattle, Rodriguez is your next bike. If you want your next bike to be comfortable, and designed to last you a lifetime of cycling, visit us today. 206.527.4822

*That's the big story, and thanks for reading -Dan*

# Value Rides

For you or your kids!

**JUST \$459**



The KHS Urban X is the ultimate bang around town bike. It comes with fenders, wide tires, and rear rack all installed and ready for action! Why not buy 2...one for the office and one for home?

**JUST \$799**

**Last Call!**



The Redline R750 is a killer road bike for the Northwest! These are '08 models on closeout (reg. \$900). It comes with a triple crank set, and is designed to easily accept fenders. We have sizes XS, S, and M left. Call today and set up a time to come by and try one before they're gone!

## Rack-n-Roll

A rear rack from R+E Cycles is the foundation for commuting by bike. Use this coupon to get a reasonable rack at a reasonable price! Reg. \$30



**With Coupon \$22.99**

*No cash value. Limited to stock on hand. Offer expires Aug. 8, 2009*

## You don't have to be a Star

Now you don't have to be a star to own Hollywood.

Use this coupon to get a Hollywood bike carrier to carry your bikes on the back of your car for just \$63.99. Reg. \$70

**With Coupon**

**JUST \$63.99**

*No cash value. Limited to stock on hand. Offer expires Aug. 8, 2009*



## Have Some Class!

This year at R+E Cycles we're letting the cat out of the bag. You can learn our secrets for building frames and repairing your own bicycle. Here's some of the classes that we're offering. The Frame Building courses are available from July 15th on, and the Repair courses are available starting in October. Visit our 'classes' section of the website to get more info on all of these classes, as well as the other classes that we're offering this winter.

### **Bicycle Repair Classes - Call 206.527.0360 to register**

All classes are hands-on, and you get to work on your own bike. We work to your schedule.

#### **Instructors:**

Seattle Bike Repair mechanics - John Lehman, Beau Hart, Jeremy Whitbred

**Road Side Repair** - \$100 (max. 4 people per class)- In this 2 ~ 3 hour class you will learn how to fix the things that stop your ride. Flat tires, broken chains, basic adjustments, etc....

**Getting Greasy** - \$250 (max. 2 people per class) - In this 2 evening course you will learn how to check your frame's alignment, adjust your bearings, remove your drivetrain parts and clean them, adjust your derailleurs, and much more.

**The Overhaul Course** - \$300 (max. 1 person per class) - In this 6 hour course you will learn how to rebuild your hubs, bottom bracket, headset, and inspect all bearing surfaces for wear. You will learn how to fix a broken spoke, align your dropouts and how to install all new cables on your bike.

### **Frame Building Classes - Call 206.527.4822 to register**

All classes are taught one-on-one around your schedule.

**Instructors:** Master frame builders - Dennis Bushnell and Todd Bertram

**Intro to Frame Building** (Observation only) - In this 6 ~ 8 hour class, you will observe a frame created from start to finish and ask as many questions as you like. Class fee - \$300

Hands-on classes:

**Intro to TIG Welding** - Two sessions, 2 1/2 hours each with one-on-one instruction. In this class you will learn the basics of TIG welding, and practice welding on straight steel plates. Class fee - \$650

**Intermediate TIG Welding** - Two sessions, 2 1/2 hours each with one-on-one instruction. In this class you will expand your knowledge of TIG welding, and learn how to weld rounded tubing. Class fee - \$500

**Advanced TIG Welding** - Two sessions, 2 1/2 hours each with one-on-one instruction. In this class you will expand your knowledge of TIG welding, and learn how to weld thin wall bicycle tubing. Class fee - \$500

**Intro to Brazing** - Two sessions, 2 1/2 hours each with one-on-one instruction. Learn how to adjust a torch and braze fittings onto a bicycle frame. Class fee - \$650

**Advanced Brazing** - Three sessions, 2 1/2 hours each with one-on-one instruction. In this class you will learn how to miter and prep bicycle tubing for fillet brazing or lugs. You will learn how to fillet braze and how to braze lugs. Class fee - \$1,000

## Upcoming Ride

**REDMOND CYCLING CLUB**

## Hot Springs Express

For experienced cyclists, Redmond Cycling Club is hosting the Hot Springs Express Bicycling Adventure. This is a multi-day event from Seattle to Harrison Hot Springs, B.C.

Sept. 18th Friday Morning, the ride starts 7am from Magnuson Park in Seattle. Heading north on a route similar to The RSVP - 107miles to Bellingham for our first overnight at The Best Western Lakeway Inn ([www.bellinghamhotel.com](http://www.bellinghamhotel.com)).

Sept. 19th Saturday Morning, After 6am breakfast, we'll ride to the border crossing at Sumas. Across the Frazier Valley thru Chillawack and completing the 71miles to the finish at Harrison Hot Springs Resort ([www.harrisonresort.com](http://www.harrisonresort.com)).

Sept. 20th Sunday Morning after Breakfast, we board our bus at 11am for transit back to Seattle.

For more information, visit Redmond Cycling Club at

**[www.redmondcyclingclub.org](http://www.redmondcyclingclub.org)**