

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

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



*"People who are crazy enough to think they can change the world, are the ones who do."
 - Rob Siltanen*

NEWSLETTER OF CYCLING VALUES • WINTER 2019

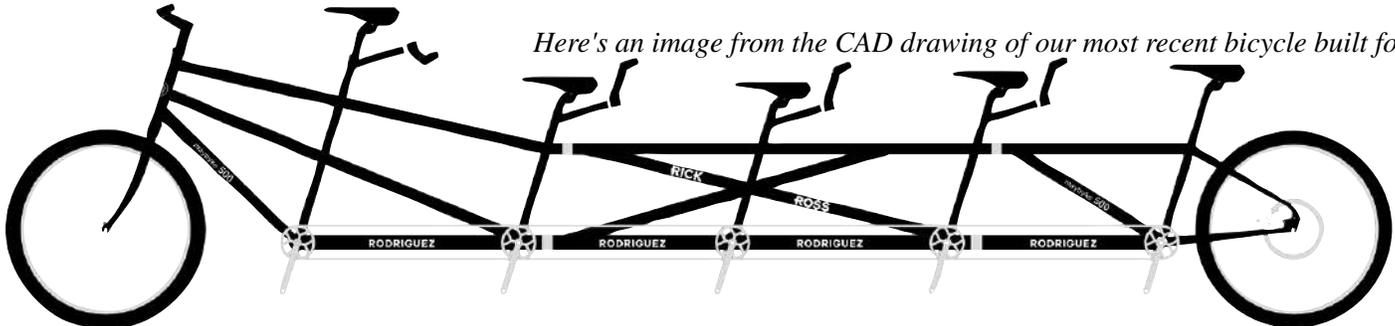
Inside this Issue:

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- Big Savings throughout!

Winter Specials Inside

Big Bikes are Brewing!

This season at R+E Cycles has been all custom....all the time! Bicycles built for 1, 2, 3, 4 and even 5 people (yes I said 5) have been growing in the frame shop at a regular pace. Custom is the word of the year, and just about every Rodriguez or Erickson bicycle in 2019 has been something different. We don't mind though, our team is up the task, and since every bicycle we build is built one at a time, customization is always possible. Remember, when you buy a Rodriguez, you buy the whole shop!



Here's an image from the CAD drawing of our most recent bicycle built for 5.

Something Free

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

FREE is a very good price!

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

Limited to stock on hand. No Cash Value. Expires December 1, 2019

PRSR FIRST-CLASS
 U.S. Postage
PAID
 Seattle, WA
 Permit #1578

Electric Bikes Are Here

Commute, Save Gas \$\$, Ride for Fun on our new Electric Models!

The world of electric assist bicycles is evolving rapidly. Even so, most electric bikes are more like department store bikes with motors attached. Our customers want something different. They want a high quality bicycle that simply gives them assist. They want it to be light, responsive, and comfortably fit to their body measurements, just like we do for all of our bicycle custom-

...Continued on Pg. 2

...Continued from page 1.

Electric Bikes

ers at R+E Cycles. Well, we've come up with some great offerings that fit the bill including a very special model, **the new U-District (see page 4-5)**, offered at an introductory price of just \$2,500 with your choice of color. Some of our U-District customers started out on a heavier, uncomfortable 'other brand' eBike before coming to us. **Before you make a mistake, and buy something that you wish you hadn't, our eBike customers have a couple recommendations for you:**

1.) "Before you buy an electric assist bike, **ride it a considerable distance with the motor turned off.** If that's not enjoyable, then don't buy it." *You see, if your battery dies, you'll be riding the bike with the motor off.*

Does it ride like a bike?

2.) "Lift the bike onto your car rack to make sure that you can." *Just like a regular bike, sometimes you'll need to transport your eAssist bike. A 70+ pound behemoth is hard to lift.*

Is it too heavy?

3.) "Buy something with a **torque sensor** design so that it feels natural." *Many designs feel like riding a motorcycle with just a throttle. Many others have a 'jerky' feeling with a cadence sensor.*

Unlike other eBikes, all of our offerings at R+E Cycles are light enough to ride as regular bikes, and lift onto your car rack. We use a high quality motor with a torque sensor, a long range battery and of course, guarantee a comfortable fit.

The Perfect Fit

If you're considering an electric assist bicycle, contact us before you buy. You'll be glad you did. After all, it is about the bicycle as much as it is about the electric....and we know both.

Now Enjoy Some Winter Time Specials

Seattle Sunglasses

Feeling down because the sun is gone? Fool your eyes with our yellow 'sun' glasses and keep the rain out. Or you can get clear too! For the optimistic, you can even get a pair of dark as well. Mix and match!

Reg. \$5 each

3 for \$10



Limited to stock on hand. No cash value. Expires Nov. 30, 2019

Cover Your Butt!

Don't like a big stripe on your butt when you get to work? Use this coupon to get a set of Cascadia fenders installed on your bike for 20% off!

Reg. from \$80 installed

WITH COUPON

FROM \$64 installed



Limited to stock on hand. No cash value. Expires Nov. 30, 2019

Ear Toasties!

We are the place that you can get earmuffs. We've sold them every year since I started here in the 1980's and we are still that place. If you see them on the road, they probably came from here. Reg. \$30

With Coupon just \$26.88



Limited to stock on hand. No cash value. Expires Nov. 30, 2019

Light It Up!

The Kryptonite 300 lumen front light is the light you need for commuting in Seattle's winter. You won't even need to buy batteries. It's USB rechargeable. Reg. \$36

With Coupon just \$29.88



Limited to stock on hand. No cash value. Expires Nov. 30, 2019

Out with the Old, In with the eNew!

Bring that old bike into R+E Cycles for a \$400 trade in towards a new electric Rodriguez. That's right! We'll actually give you

\$400 credit for your old bike

towards a shiny new, perfectly fit ePhinney Ridge, electric assist bike. **Our accountant thinks we're crazy**, but it's "caution to the wind" I say. Bring in that bucket of junk you haven't been riding, we don't care how filthy or broken down it is, and ride away on a sweet new Rodriguez ePhinney electric assist bike.



New Custom, hand made **Rodriguez** brand eBikes start at just \$4,099. You can get back in the game if you've been out of it, or you can make short work of that commute all winter long! *Read more about the ePhinney on page 4.*

C'mon....what are you waiting for? Pick up the phone, or send us an email today.

Sweet Juicy Wheel!

We'll hook you up with unlimited juice when you use this coupon to get a new hand-built front wheel for your bicycle that includes a Shimano Alfine Dynamo front hub for just \$198! 26", 700c, and 650c wheel sizes welcome.

Reg. \$300 *Weinmann rim with stainless spokes and 3-year wheel warranty.*



JUST \$198

Limited to stock on hand. No cash value. Expires Nov. 30, 2019

10,000 Miles Flat Free

I've ridden over 10,000 flat free commuter miles on my Panaracer Pasela PT tires! Now you can too. They are on sale for 15% off. Perfect for Seattle Streets! Reg. starting at \$35



**15% OFF
Pasela PT Tires**

Limited to stock on hand. No cash value. Expires Nov. 30, 2019

Free Chain Check

Alright! It's been a good season, but is your chain ready for winter? Mine wasn't. Bring your bike in, no appt. necessary, and we'll check your chain stretch for FREE! **FREE is a Very Good Price!**



No cash value. Expires Nov. 30, 2019

Carry a Tune?

Get your bike in shape for winter commuting. Use this coupon to save \$20 on a Drive Train Clean and Adjust at R+E cycles.

Reg. \$95

With Coupon Just \$75



Limited to stock on hand. No cash value. Expires Nov. 30, 2019

More Bike than E!

An eBike from R+E Cycles is somethin' special! If you're not looking for a 70 pound motorcycle, but rather an elegant, comfortably fit bicycle with a little help for your commute, or to keep up with your buddies, you need to see us first! R+E eBike customers get:

- A comfortable ride - R+E Fitting Guaranteed
- Lighter weight than other eBike brands
- From a company with 46 years experience
- We make it easy - customize any model
- No limits - Fat tire and skinny tire models
- Make short work of your commute
- Light enough to ride like a regular bike
- Rest easy with R+E Cycles proven service

→ R+E-BIKE → U-DISTRICT

Introductory price \$2,499

This R+E Cycles exclusive model offers a powerful mid drive motor and other features one would expect on \$4,000 eBikes. It's offered in several sizes to fit just about anyone, and **will be painted any of our 31 paint colors you like at no extra charge.**

The U-District is light, responsive, and powerful! You'll fly up Phinney Ridge, Cherry Hill, or any other tough stretch on your commute, and you'll do it in style. Contact us today to get in on this limited time special from R+E Cycles.

Call today to test ride this beauty!



Rodriguez ePhinny Ridge

From \$4,099

The ePhinny Ridge is the electric assist version of our most popular disc brake bike...the Phinney Ridge. This bike takes the electric assist bike to a new level. Hand made in Seattle, this bike fits and rides smooth and comfortable. Since we are building the frame completely from scratch, you can customize it any way you like. Step through frame, custom braze-ons, custom sizing, you name it. The powerful TS750 motor will power you up Phinney Ridge or any Seattle hill with ease.

- Your choice of wheel size (26", 650b, or 700c)
- Choose your battery mounting (on the down tube or in the rear rack)
- The perfect fit! 20 standard sizes + Custom size available

SAVE \$400
(See page 2)



“What kind of motor is right for your bicycle?”

Electric bike designs are all over the map, but there are basically 2 types of motors used....hub drive and mid drive. The type of motor design is an important thing to consider.

Type 1.) Hub Drive Motor:

These motors are mounted inside the hub in one of the wheels. You'll see this type of motor on eBikes that sell for under \$2,000. Hub motors are satisfactory for short commutes, weekend rides with the kids, or getting groceries if you ride mainly on flat ground at higher speed. They are inexpensive to build with, and can be installed and removed fairly easily.

The Ups

- Inexpensive to build with
- Can be installed and removed fairly easily
- Allows for multiple chain rings

The Downs

- Not as efficient as mid-drive
- Drains the battery faster
- Does not lend itself torque sensor :-)



Type 2.) Mid Drive Motor:

Mid drive motors are mounted to the cranks. They provide a lot more power and efficiency, but are not a design that can be taken off easily. It can be switched off and ridden as a regular bike, but the motor stays attached to the frame. You'll find most mid drive eBikes at \$3,000 or more (see our introductory U-district model on opposite page). If your commute is long, or the rides you want to do are long with hills, choose a mid drive unit with lots of power and a good battery. A good torque sensor can be used with these to enhance the ride as well.

The Ups

- Very efficient
- More power than hub drive
- Torque sensor often included
- Longer battery life

The Downs

- More expensive than hub drive units
- Not easily removed to convert back to regular bike



Pint Sized Power!

Use this coupon (or give it to a friend) to receive a FREE R+E Cycles pint glass just for dropping by and checking out our electric bike offerings. How about that? It's cool AND it's FREE.



No cash value. Supply is limited. Expires Nov. 30, 2019

Brightest Bulb



This is the tail light that I run with. The Planet Bike Superflash is super bright, and the batteries seem to last forever (as long as you remember to turn it off when you finish riding). Reg. \$30

**With Coupon
Just \$25**

Limited to stock on hand. No cash value. Expires Nov. 30, 2019

Northwest Favorite Bike!

Rodriguez



Seattle

The Rodriguez Phinney Ridge - from \$2,599

Rodriguez Phinney Ridge - Most Versatile Bike Made

Whether it's gravel grinding, road riding, or daily commuting, the Phinney Ridge from Rodriguez is your disc brake warrior. Our exclusive fork design allows for more tire clearance and proper handling. The Phinney Ridge is versatile, affordable, and made in the U.S.A. Rodriguez Phinney Ridge.

• Choose your wheel size (26", 650b or 700c) • Hand crafted in Seattle for your unique needs • No compromise on comfort - It's just your size! • Ride anywhere! Great for gravel or road • A favorite for Seattle commuters • Our exclusive fork allows wider tires + fenders • Front and rear rack braze-ons • Anything else....Just ask!

Full bike from Just \$2,599

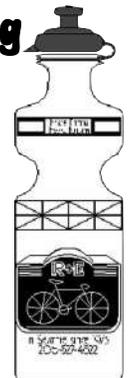
What the other guys are missing: Fat Tires You Say? The mistake most bike manufacturers make with a disc brake road bike is that they build them with a fork that doesn't provide good toe clearance when wide tires and fenders are used. We've found that most folks wanting a disc brake road bike want to have the option to run really wide tires with fenders. Depending on the wheel size you choose, the Phinney Ridge can run up to 50mm (or 2 inch) wide tires with fenders!

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

Let's Make it Interesting

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

No cash value. Expires Nov. 30, 2019



⑥ 5627 University Way NE • Seattle WA • 98105 • Since 1973

Your Commute Can Be Sensational!

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

I see a lot of folks out on the commuter trails riding old, poor fitting, cruddy bikes. I know a lot of these people have nice bikes, but don't want to 'mess' them up by riding them as their everyday commuter. This doesn't make sense to me. I spend a lot more time riding my commuter bicycle than my 'fun' bikes. If you really want to commit to commuting, make your daily commuter a fun bike to ride. It should be more comfortable than your 'go-fast' bike! Spend a little money on making it that way. If you look forward to your ride, then you'll actually do it....right?

FIT IS CRUCIAL

Being comfortable and having the bicycle fit you properly is more important on your daily commuter as well. So many people spend a lot of money getting their 'race' bike fit to them, but don't think of investing that on their daily commuter. I dial my fit in on my commuter, and then apply those fit numbers to my race bike and my tandem. It pays to invest in a comfortable bike fit at R+E Cycles. (Save 50% with the Coupon on this page.)

INSTALLING NEW PRODUCTS

When a new product comes out that we love, I

install it on my commuter first. For instance, I installed a Kinekt seat post into my commuter bike (coupon below). When summer came around, and the Outlaw came out of the garage, I rode it around the block and realized I needed a Kinekt in that bike as well. The same thing happened with my FSA K-wing handle bars. They were so comfortable after commuting on them through the Fall, that I ended up with a pair of them on every bike.

I guess the moral of the story is: Treat your commuter as your prized possession, and it'll keep you wanting to ride all year. There's no reason to think of it as a throw away bike.



Me, commuting on a sunny winter day in November. Notice I'm smiling even though I'm pulling over 100 pounds up the hill. That's what comfort can do for you;-)

Comfy Fit

Use this coupon (or give it to a friend) to receive a NEXT fit full fitting service for just \$100. Reg. \$200 Call 206-527-4822 for an appointment.



**SAVE
50%**

No cash value. Expires Nov. 30, 2019

\$225 for a New Bike?

You'll think you have a new bike when you treat yourself to a Kinekt seat post from R+E Cycles. Make commuting something you look forward to! Bumps & cruddy pavement feel smooth and new. Reg. \$250



**With Coupon Just \$225
Installed and adjusted**

Limited to stock on hand. No cash value. Expires Nov. 30, 2019

Lock it or Lose it...

...with our favorite lock! You'll be glad you used this coupon. The Abus Catina is versatile because it's a chain, and it's secure because...well....it's a chain.
Reg. \$50



With Coupon
JUST \$43.88!!

Limited to stock on hand. No cash value. Expires Nov. 30, 2019

Nasty Bike!

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



The point is, maybe you have a bike that's as nasty as my old truck. Let us do for you what the body shop did for me. Bring in your old bike and we'll make it like new in so many ways! We'll remove all the parts, paint the frame (and fork if requested) and then reassemble as we perform our complete Seasonal Overhaul on it at the same time. Your bike will leave here as much like new as it can be. In the summer, this full service would run over \$900. Use this coupon to get the full package for **just \$600** on your Rodriguez bike, or \$700 for other brands. Extra charges apply for fancier paint designs. Add 30% more for a tandem bike.

Hurry, offer ends January 31 2020
Call ahead scheduling is highly recommended for
this service 206-527-0360

SAVE OVER \$300!!

We Have The Best Customers In The World!

Hi Scott,

I have been meaning to write to you to once again thank you for all your help with our tandem. We had an excellent time at the NWTR. We saw perhaps a dozen Rodriguez tandems and even one of the mini-tandems that you make. I know that we are very biased, but I honestly feel that our tandem was one of the very nicest machines on the road, and there were over 400 tandem teams. Our skills continue to improve. I am always amazed, each and every time we saddle up, how nice our Rodriguez is. It is stable, responsive, fast and both Anne and I just love it. Your recent tune-up and adjustments were spot-on. Thank you so much.

I hope that you are doing well. Best to you and the rest of the crew at R&E Cycles!

Karl & Anne

The Best Coupon

Showers Pass makes the best rain jackets, and the Goldenrod is Showers Pass' best jacket. That makes this the best coupon in the newsletter.
Reg. \$280



With Coupon Just \$220

Installed and adjusted ;-)

Limited to stock on hand. No cash value. Expires Nov. 30, 2019