

UTILITY TOURING

Fenders, front and rear racks, big wide tires, bomb-proof frame and fork, these are no problem for the Rodriguez Adventure Touring bike. This is a comfortable, classic touring bike with modern as well as old-school conveniences.

We started building these again when the bike industry gave up on making well-designed touring bikes. This bike is a class act, right down to the stainless steel bottle opener on the seat stay. Whether you are planning an extended bicycle tour, or commuting to and from work, this bike is for you!

Our touring bikes are made from lightweight, comfortable riding American made True Temper tubing. 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. This year we're offering the Adventure with the Ultimate component package, which includes Phil Wood hubs and Phil Wood bottom bracket.

COMMUTING

- True Temper U.S. made tubing
- Available in 18 sizes to fit men and women (custom for just a \$100 upgrade)
- Available in 4 color choices (custom paint upgrade also available)
- Five different decal options (see Page 39 for more)
- Travel Option from \$699 (see page 12)
- Ti frame option - Add \$1,200 to Platinum models



Rodriguez



From **\$1,899**

Specs	Adventure Basic \$1,899 or \$2,599 (travel version)	Adventure Plus \$2,599 or \$3,299 (travel version)	Adventure Ultegra \$3,399 or \$4,099 (travel version)	Adventure Ultimate \$4,999 or \$5,699 (travel version)
Tube Set	True Temper Butted Steel Tandem Grade	True Temper Butted Aluminum	True Temper OX Platinum Aluminum	True Temper OX Platinum Aluminum
Fork	Shimano 8-sp Bar-end or STI*	Shimano Tiagra 9-sp or Bar-end**	Shimano Ultegra 10-sp	Shimano Ultegra 10-sp
Shift Levers	Tektro Aero or STI*	Shimano Tiagra or Tektro Aero**	Shimano Ultegra Carbon	Shimano Ultegra Carbon
Brake Levers	Tektro Cantilever	<u>Trillium Big-Squeeze™</u>	<u>Trillium Big-Squeeze™</u>	<u>Trillium Big-Squeeze™</u>
Brakes	Shimano Sealed	Shimano Sealed	Shimano Sealed	<u>Phil Wood</u>
Bottom Bracket	Sugino Triple 28/38/48	Sugino Triple 28/38/48	Sugino Triple 28/38/48	<u>DaVinci 28/38/48</u>
Cranks	SRAM 11-32 8-sp	SRAM 11-32 9-sp	IRD 11-32 10-sp	IRD 11-32 10-sp
Cassette	Shimano 2200	Shimano Tiagra Triple	Shimano Ultegra Triple	Shimano Ultegra Triple
Front Derailleur	Shimano Deore	Shimano Deore	Shimano Deore LX	Shimano Deore XT
Rear Derailleur	KMC Z-8	SRAM 9-sp	SRAM 10-sp	SRAM 10-sp
Chain	Formula Sealed Bearing	Formula Sealed Bearing	Formula Sealed Bearing	<u>Phil Wood</u>
Hubs	Weinmann ZAC19 36°	Weinmann ZAC19 36°	Weinmann ZAC19 36°	<u>Velocity Dyad 36°</u>
Rims	DT 14G	DT 14G	DT 14G	<u>DT 14/15 Butted</u>
Spokes	Kenda Kontender	Serfas Kevlar Belted	Serfas Kevlar Belted	Serfas Kevlar Belted
Tires	Alloy Drop Bars	FSA Omega Compact	FSA Omega Compact	<u>FSA Carbon K-Wings</u>
Handle Bars	Cane Creek	FSA Cartridge Sealed	FSA Cartridge Sealed	<u>FSA Orbit Equipe</u>
Head Set	Alloy	Alloy	Carbon	Carbon
Seat Post	Black Cork	Black Cork	Black Cork	Black Cork
Tape/Grips	SR Dardo	SR Dardo	SR Dardo	Terry Ti
Saddle				

*Shimano 2200 8-sp

**Shimano Dura-Ace 9-sp

Parts specifications subject to change depending on availability

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

 www.rodcycle.com

Pioneers & 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 35 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 Trillium 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 15 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 35 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 Trillium), 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



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