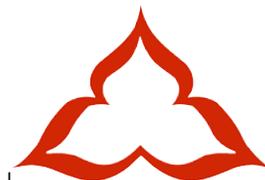


# COMPETITION PRO



Open up a can of whoop ass, and hit the road with a vengeance! The Rodriguez Competition series is your bike if you'd like to send your buddies 'off the back' for a bit. Your friends will marvel as you step off your comfortable, steel frame after a long ride, and can still sit down for a beer without screaming in pain. Watch their jaws drop as they discover that your steel bike is lighter than their carbon and ti rides, and cost less too. Or, even better, let them think your kicking their butts up every hill on a 'heavy steel bike'.

**ACCELERATION** Either way, it's a lot of fun!

You won't believe your finger! Come by the shop and lift a complete steel Rodriguez Race bike that weighs less than 14 pounds (pedals, bottle cages and all), ready to ride!

**RESPONSIVE**

When shopping for high-performance race bikes, many people ignore comfort as an important ingredient. Actually, without a comfortable ride, you will ride slower on your bike no matter how sweet the parts are, or how light the frame is. We can build you a bicycle that is as light or lighter than anything on the market, but you'll ride faster on the Rodriguez because comfort is built right in. With a high performance steel frame, you'll be able to ride through corners with confidence, and you won't have to slow down to 'shake out' your numb hands. Why believe me though, just ask some of our customers in our online customer scrapbook at [www.rodcycle.com](http://www.rodcycle.com).

All Rodriguez bicycles are proudly hand-crafted in Seattle U.S.A.

**Common Upgrade Options:**

- Custom Paint - \$100 ~ \$400
- Carbon Handle bar - \$250
- True Temper S3 tubing - \$600
- Rodriguez Outlaw Frame Lightening - \$600
- Custom Sizing - \$200
- Travel Package - \$699 ~ \$850



**Rodriguez Champion**

**\$4,199** or  
\$4,899 (travel version)

Frame	True Temper OX Platinum
Fork	True Temper Alpha Q
Rear Derailleur	SRAM Force
Front Derailleur	SRAM Force
Shift/Brake levers	SRAM Force
Brakes	SRAM Force
Cranks	SRAM Force Compact
Bottom Bracket	SRAM Force
Head Set	FSA orbit Equipe Sealed
Wheels	Easton EA70
Hubs	Easton EA70
Rims	Easton EA70
Bars	Kalloy Uno Compact
Stem	Alloy
Bar tape	Black Cork
Tires	Serfas Seca 700 x 23
Seat post	Carbon Fiber
Seat	Terry Cro-mo

**Specific Champion Upgrades:**

- Vredstein Fortezza Tires - \$80
- FSA Carbon K-Force Bars - \$225
- Lightweight, Hand-built DT240 Wheels - \$500

# RODRIGUEZ PRO SERIES

FROM

**\$4,199**

Parts specifications subject to change depending on availability

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

[www.rodcycle.com](http://www.rodcycle.com)

**Rodriguez Professional**

**\$5,899** or  
\$6,599 (travel version)

Frame	True Temper OX Platinum
Fork	True Temper Alpha Q
Rear Derailleur	SRAM Red
Front Derailleur	SRAM Red
Shift/Brake levers	SRAM Red
Brakes	SRAM Red
Cranks	SRAM Red Compact
Bottom Bracket	SRAM Red
Head Set	FSA orbit Equipe Sealed
Wheels	Hand-built
Hubs	DT240
Rims	DT RR415
Bars	FSA K-wing Compact
Stem	Alloy
Bar tape	Cinelli Cork
Tires	Vredstein Fortezza 700 x 23
Seat post	Thomson Elite
Seat	Terry Ti

**Specific Professional Upgrades:**

- Hand-built DT190 Wheels - \$625
- Chris King Headset - \$120

# The Perfect Blend

One day a while back, a man came in (we'll call him Jim) during a busy spot in the day on a Thursday afternoon. I had just walked up from the frame shop, and noticed that Smiley and Scott had their hands full, so I stepped in to help him. He said he was looking for a new 'go-fast' bike. I asked him what he was currently riding. He said "well, I've got a 25 year old Motobecane." I asked him if he'd been test riding other bikes, and if he'd ridden anything that he'd liked. He said "as a matter of fact, I've been test riding bikes for a year but I haven't ridden a bike that I liked better than my Motobecane." He was about to give up looking, but then a friend of his suggested that he look over our web site (thanks friend). He liked our focus on comfort as well as performance, and thought our Rodriguez Race bike would be worth a try. I fit him to a Rodriguez Race we had on the floor, and set him up for a test ride.

As he left the shop for his test ride, a woman (we'll call her Jane) happened in to air her tires. Coincidentally, she was also riding a 1970-80's vintage Motobecane. As I helped her air her tires, I told her about the man that had just left for a test ride whose current bike is just like hers. She said "this isn't my only bike, it's just the bike I ride all the time. I have an expensive bike I bought 2 years ago, but I don't like it." I asked her what kind of bike it was. She said that it was a carbon fiber race bike that she thought would make her fast, but instead only made her uncomfortable. I suggested that she schedule with me for some fit work, but she said "I think I'll just keep riding the Motobecane....it's comfortable." She went on her way. Well, 30 minutes or so later, Jim returned from his test ride. The verdict...all smiles. "Wrap it up!" He said, "this one's mine".

After a year long search, Jim decided that the bike to send the Motobecane out to pasture would be a stock Rodriguez Race bike from our shop.

## The point to this story is two-fold:

First: Our commitment to blending comfort and performance has grown out of listening to you, and listening to our own common sense. When we build a 14 pound race bike for a customer, we want that bike to be not only light and fast, but the most comfortable bike they've ever ridden....a bike they WANT to ride every day. If I were going to race in the Daytona 500, I would want to drive a Nextel Cup car. Comfort and convenience wouldn't matter as I would be hopped up on adrenaline. But if I were going to buy a high performance sports car to drive down the

## Team Rodriguez

April 2, 2005

Scott, Smiley & Dan

I was just a little nervous leaving for my inaugural ride on Saturday morning... would I really notice much difference? Would I appreciate the new ride especially since MANY of my friends were waiting to hear how I could possibly justify "another" bike purchase?

In a word... "awesome". The ride was wonderful and passed my expectations. On a more important note, however, I got to experience first hand why I send all my cycling friends to your shop. The customer service supplied by Scott and Smiley once again blew me away.

In an era of larger stores winning, you guys continue to set the bar which seems to be unattainable by the other ordinary stores. Your knowledge of the industry coupled with a customer first attitude is a winning combo.

It almost makes me sad to leave on our tandem trip on Tuesday because that means I will be away from the new ride for eight days! Thanks again for putting up with me over the last six weeks. I will continue to give your shop the high praise it deserves.

- Jay

coast, I don't want to have to crawl in the window. I'm going to want a radio, air conditioner, a heater, and doors that open. I might even want somewhere to pack a small duffle bag, and a seat for my wife (I know what you're thinking Chris, and she didn't make me put that in).

The point is, even though I would be driving a high performance sports car, it wouldn't be the same car that Dale Earnhardt Jr. would drive in the Daytona 500. The same is true in a bicycle. Jane was sold the "Lance Armstrong, 16 pound, gonna go win the Tour De France" model. But she's not Lance Armstrong, and she's not going to race in the Tour. She commutes, and she rides long weekend fun rides with her friends. She would be much more comfortable on a 16 pound bike designed for her style of riding. It should be set up by someone who listens to what she's going to do with the bike, and fits her to it accordingly.

Second: I want to thank Jim's friend and all of you who send your buddies our way. Word of mouth is really the only avenue that a business like ours can count on to develop new customers. Every day new customers come into the shop who were sent to us by a friend of theirs. I hope you know how much we appreciate that.

Thanks again -Dan