

Courage is being
scared to death -
but saddling up
anyway.

-John Wayne



May 2004



5627 University Way NE • Seattle • 206-527-4822 • <http://www.rodcycle.com>

THE NEWSLETTER OF CYCLING VALUES MAY 2004!

ALL WE CAN SAY IS WOW!!

All we can say is WOW!

This morning, I was having my morning meeting with Theresa (the Rodriguez bike painter). We were talking about all of the paint jobs that she is working on right now, and the ones that are coming up. She said she couldn't remember ever being as busy as we are right now, and she's been with us for eight years. Her exact words to me, while looking over the list were "all I can say is WOW!" I thought that just about summed it up, so I decided to let you all know how it's going at R+E Cycles.

This has been the busiest start to a season that I've seen in 10 years! Sure, we had a great winter, but the last 3 months have been phenomenal. We're very excited about the bikes we have to offer this season, but we couldn't do any of this without you, our customers. You've been telling your friends about us, and we wanted to let you know that we appreciate that. We want to thank you for choosing us to be your bike shop, and we look forward to seeing you soon.

A THIRST FOR CYCLING.....

There used to be a great little coffee shop one block up the street from R+E Cycles. It was so popular with us that we called it our 'office away from the store'.



After it closed 3 years ago or so, we were without a coffee shop nearby us. Customers would ask "is there somewhere I can get a cup of coffee while you work on my bike?" and we would have to say "no". People, including us, found it hard to believe that there was no coffee shop near us. As a matter of fact, my home is in a residential area, and there are four coffee shops within easy walking distance. I was sure that in Seattle's U-District, someone would open up a little coffee shop near us, but no one did.

Now, at R+E Cycles, we know that if something needs doing, it doesn't do any good to stand around complaining that it's not done. So, we did it ourselves. Enter Pedal-a-Latte, Seattle's first bicycle-theme coffee bar. It is located right

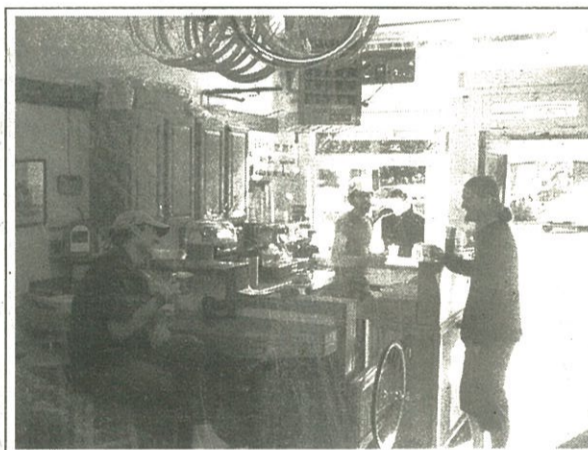
inside the store, and has a walk-up window on the Ave.

We are serving Caffee Vita gourmet coffee, iced drinks, and fresh pastries. Soon we will be expanding the menu to offer soups and some other food items. The walk-up window is open at 8:00am every weekday, and service inside is available during bike shop hours. It's the first of its type in Seattle and we'd love to have you in to meet Scotty, Rebecca, Liza and Morgan (our baristas). Where else but R+E Cycles?

R+E CYCLES
5627 UNIVERSITY WAY NE
SEATTLE WA, 98105
206-527-4822
FAX 206-527-8931
e-mail Sales@rodcycle.com
<http://www.rodcycle.com>

HOURS

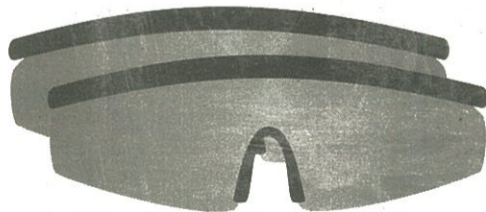
Sunday and Monday - CLOSED
Tuesday~ Friday - 12-6
Saturday - 10-5



Seattle's first bicycle coffee shop!

HERE COMES THE SUN!

More sunglasses are sold per capita in Seattle than any other city (at least that's what they tell me). I wouldn't be surprised if R+E Cycles sold most of them with this deal! Use this coupon to get 2 for one Sunglasses while supplies last!



No cash value, coupon is limited to stock on hand, expires June 30, 2004

THE BEST \$40 BIKE SHORTS ARE BACK!

Rodriguez bicycle shorts are back in stock for this season. 6-panel, heavy duty lycra construction, in men's and women's sizes. Use this coupon to save \$10 on any pair that we have in stock.

Reg. \$40-\$45

SAVE \$10

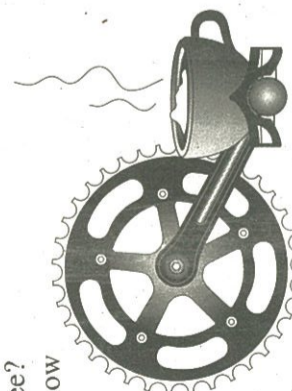


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PRSR STD
U.S. POSTAGE
PAID
SEATTLE, WA
Permit No 315

HOWABOUT A CUP OF COFFEE?

Can we buy you a cup of coffee? We at R+E Cycles would like to show our appreciation to you, our great customers by buying you a cup of coffee. Come on in to R+E Cycles and use this coupon to receive any coffee drink, tea, or iced drink at our coffee bar FREE with any \$10 purchase in our store.



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Stacia's Training Plan

So you have signed up for Danskin? Are you thinking about signing up for one of the many sprint races in the area this summer? Great goals! Now you are thinking – Where do I start? Even if you have trained for the STP or a running race in the past this new task takes it to a new level. Most will find that the complexity of creating a triathlon plan at the very least daunting. Let me help you take some of the guess work out of it. I've written a 12 week training program to help you guide yourself toward you goals!

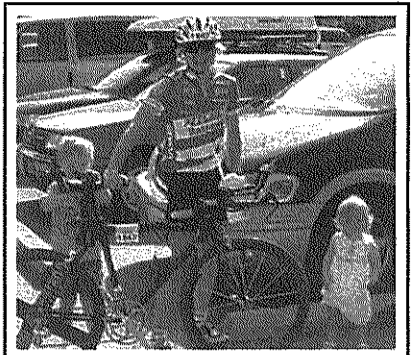
This undated program will incorporate a periodized program with a progression of workouts with days off and recovery weeks in the plan.

There are two plans offered – beginner and advanced. The beginner will be aimed at those doing their first sprint race (1/2

mile swim/12.4 mile bike/3.1 run). The advanced plan will be designed for those who want to compete in their age group for sprints or try their first Olympic distance race (1500 meter swim/24.8 mile bike/6.2 mile run).

Don't forget to stop by and stock up on Luna bars and GU energy gel for your training. What to know how hard you are training – come in and get a heart rate monitor or bike computer.

See you on the roads!



Stacia is an accomplished Ironman Triathlete, a certified coach, and mother of two

Stacia's Training Plan for Beginners

Only \$25

This pre-written, 12-week training plan will help you:

- Structure your workouts with adequate rest
- Perform better with less effort
- Make your first Triathlon a positive experience!

It's written with the new triathlete in mind and it's only available from R+E Cycles.

Stacia's Training Plan for Intermediate Triathletes

Only \$30

This pre-written, 12-week training plan will help you:

- Structure your workouts with adequate rest
- Perform better with less effort
- Make your next Triathlon a better performance

It's written with the intermediate triathlete in mind and it's only available from R+E Cycles.

You Asked For It, You Got It!

R+E Women's Bike Skills and Drills Clinic

Stacia's Skills and Drills Class for Women was such a hit that we have had lots of women asking us to do another one. Well, be careful what you ask for, you just got it.

Learn to Ride Faster with Less Effort!

On Tuesday, June 8th at 6:30PM bring your bike and we'll cover:

Back by popular demand! Learn the basics skills of cycling in this one on one bike clinic. Learn the pearls behind starting, stopping, shifting, cornering, climbing hills and anticipating hills in a positive and non-threatening environment. The cost is only \$45

Hurry, Class size is limited to 25 women

Use the form below, or stop into the store to sign up.



Stacia's Skills and Drills Bicycle Clinic for Women

NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

DAY PHONE _____

EVENING PHONE _____

EMAIL ADDRESS _____

Tuesday, June 8th, 6:30PM \$45

HOW WOULD YOU LIKE TO PAY?

CHECK (ENCLOSED) MAKE PAYABLE TO R+E CYCLES

VISA/MC # _____ EXP. DATE _____

DISCOVER # _____ EXP. DATE _____



How would you assess your own experience/fitness level?

What would you like to accomplish this season?

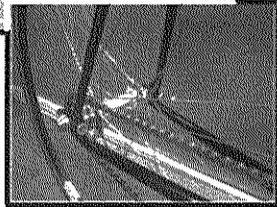
What is the part that you think you need the most help with?

To Register:
Fill out, cut out,
and send it to us at
R+E Cycles
5627 University Way NE
Seattle, WA 98105
or fax it to
206-527-8931

Are you Single Minded?

Single speed bikes seem to be all the rage this season. A single speed bike is just what it sounds like it is, it's a road bike with only one speed. Simplicity, along with a little retro-grouchism, is the main attraction to a single speed bike. The bikes are light because they have only one cog and one chainring, no derailleurs, no shifters, and usually only one hand brake. Along with being light weight, they are very reliable, as there is not much that can break down on a single speed bike. The people buying them are buying them as a Sunday bounce around town bike, and not usually as a commuter or touring bike.

There are several ways to get a great single speed bike. One way is the KHS Flight 100 set up as a single speed with a hand brake for just \$799. Another way is to bring in an old bike that you like, and we can convert it for you (price varies). Several people have had us build them custom single speed bikes this year also (skies the limit).



Convenience and style, a super purse for your bike.

Last month I told you about the new Topeak rear rack trunks. This month I wanted to highlight the new handle bar bags by Detours. These small to mid size handle bar bags 'click' onto your handlebars easily, and 'click' back off just as easily. They carry on your shoulder just like a purse, they look great, and even have pockets inside for credit cards, change, etc... They come standard with a waterproof zipper, and a waterproof cover for riding in heavy rain (sometimes it rains around here). There are 2 sizes (see coupons below for specifications). They are like a super purse that will mount on your handlebars, and you'll find them at.....where else but R+E Cycles.

New Product Feature!



INTRODUCTORY SPECIAL

The Metro

Up front basics in a wickedly fun wrapper. Small footprint keeps your flight deck uncluttered, and your STI shifters swingin'. Main compartment holds your essentials. Front organizer pocket. Slim-profile KlickFix attachment. Shoulder strap. H2O proof zipper. Reflective piping and patch. Volume-150 cubic inches

Use this coupon to receive a Free Speed Lever (tire lever) when you purchase a Shuttle handlebar bag. \$8 value

No cash value, coupon is limited to stock on hand, expires June 30, 2004

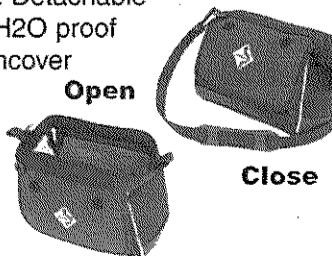


INTRODUCTORY SPECIAL

The Shuttle. More cargo space for your daily shuttle, but still small enough to slip between STI/Ergo shifters. Huge wide-mouth opening. Inside and outside organizers. Detachable clear-view map holder. Shoulder strap. H2O proof zipper. Reflective piping and patch. Raincover included. Volume-200 cubic inch

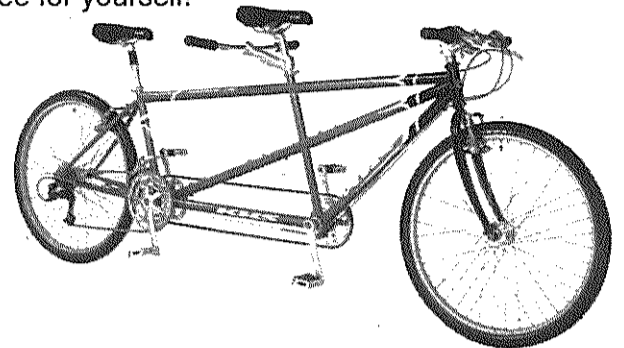
Use this coupon to receive a Free Speed Lever (tire lever) when you purchase a Shuttle handlebar bag. \$8 value

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Tandemania!

With the Northwest Tandem Rally just around the corner (Memorial Day Weekend) tandem sales have been fantastic! We have sold a lot of tandems this year for moms/dads that are riding with kids. A tandem that works very well for that without spending a fortune is the KHS Tandemania Comp. The KHS Tandemania Comp is only \$1,200. That's about half of what our Rodriguez Test Pilot tandem costs. Sure, it's not a Rodriguez, but it's a great starter tandem, and comes equipped with upright bars, Shimano components, and True Temper frame tubing. I would stack this bike up against tandems that sell for \$1,800 to \$2,000 in other brands. If you'd like to buy a great tandem, get the service that R+E Cycles provides, but you don't want to spend \$2,600, the KHS tandem is a great choice. Come in today and see for yourself!

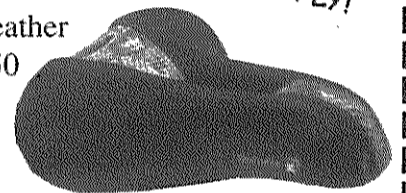


Snake Skin

Use this coupon to save \$20 on a Terry Women's Liberator Snake Skin saddle. It's the same comfortable saddle that women love, but in leather with a snake skin pattern. reg. \$50

HURRY LIMITED SUPPLY!

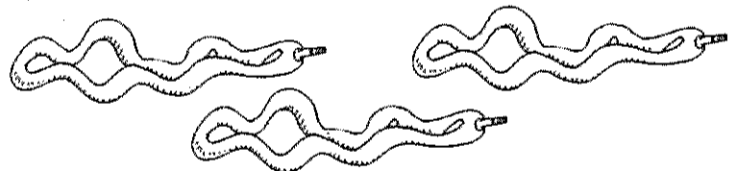
SALE \$30



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Down the Tubes!

Be prepared for the season! Use this coupon to get **3 inner tubes of any size for just \$10**



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HEAD SMART!

Rise up, commuters, messengers and grocery-getters, a helmet with the styling, graphics and features for your life awaits. We've kept all the well-placed vents and added some style, but dropped the attitude. The result is a helmet that screams cool without saying a word. From colors that work with non-lycra clothing to a new tactile SoftShell bottom wrap and innovative new features and optional upgrades, the Metro is a work of understated utilitarian art. reg. \$80

SALE \$72.99

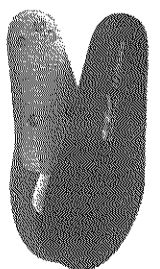


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FOOT LOOSE!

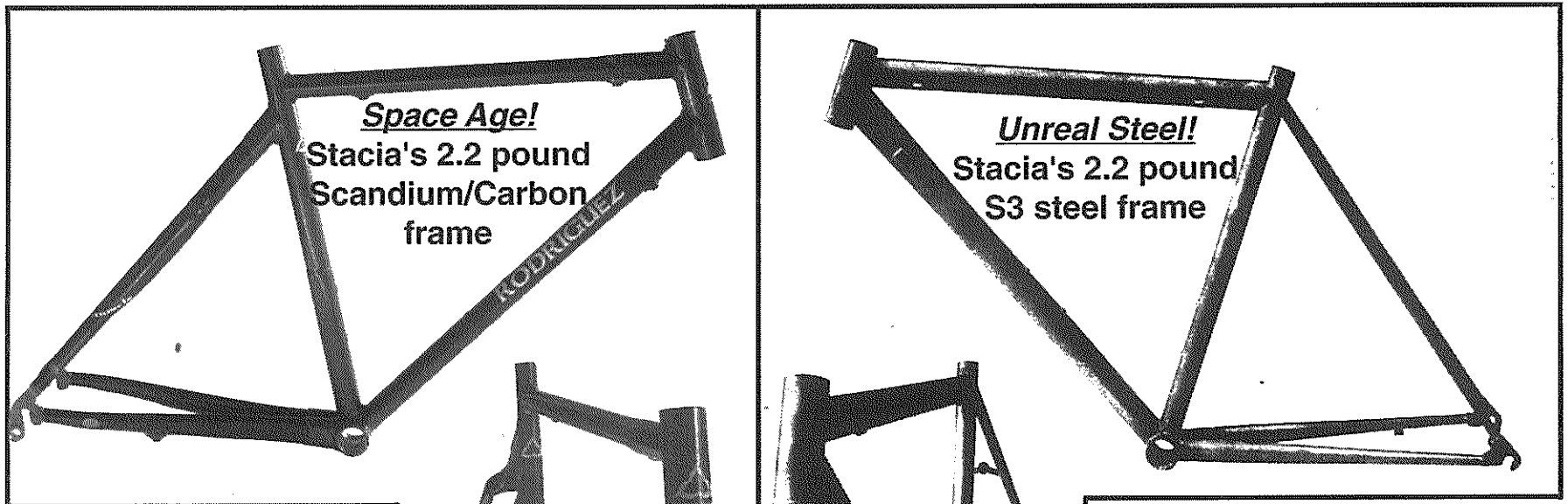
Super Feet are back at R+E Cycles! Super feet insoles replace the regular insole in your cycling shoe to provide support through 100% of your stroke. Experience the maximum of comfort and balance with Super Feet insoles from R+E Cycles! Reg. \$30

SALE \$24.99



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Just a couple of Light Weights



Stacia (see page 2) came to us and wanted us to build 2 Rodriguez frames for her. She wanted one for road riding, and one for race day. She wanted them both to be made from the lightest weight frame materials available (that are still sturdy enough to ride). We came up with a design for the first bike made from Easton Scandium aluminum with a carbon fiber rear triangle, and the frame came in at 2.2 lbs (that translates to really @#\$\$%^ light!).

Since we were going to build 2 bikes for her, Scott suggested that we build the second bike with the new S3 Steel from True Temper. He said that it would be as light as the first

bike. I love steel bikes myself, but I didn't see how we could possibly build a steel frame at 2.2 lbs. The challenge was out, and Stacia said that it would be all right for us to try. Well, yesterday the frame was finished, and it weighed in at a stunning 2.2 lbs! Here are the pictures of the 2 frames side by

side. Now you can have the ride and durability of steel, and still have the lightest frame on the market!

Where else but at R+E Cycles?

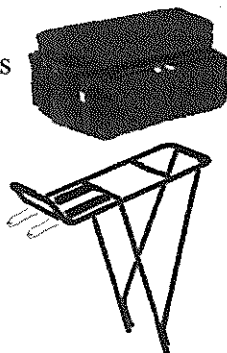
RODRIGUEZ

Rack It up and stuff It In the trunk!

Use this coupon to save big when you buy a Potenza trunk bag and an Inline rear rack. This is everything you need to turn your bike into the perfect commuter or day ride bike (well, maybe not everything, but it's a good start).

Reg. price \$70

Special \$44.99

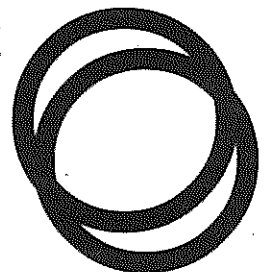


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All Slicked Up!

Get those big, fat, noisy, slow knobbies off of that mountain bike that you only use to ride on the road anyway. When you have us install a pair of Tioga City Slickers, your bike will ride quiet, smooth, and much faster on the road and you can save \$20. Buy the tires for \$22 each, and we'll do the labor for free.

That's a \$20 value!

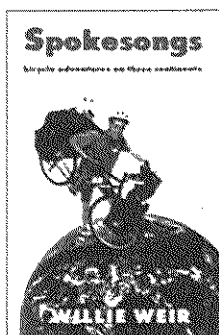


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HAVE WILLIE OVER FOR DINNER!

Well...how about the next best thing. Use this coupon to get Willie's book, Spokesongs, in the hard cover edition for just \$17.99 (reg. \$21). You'll laugh, you'll cry, you'll think Willie is right there with you.

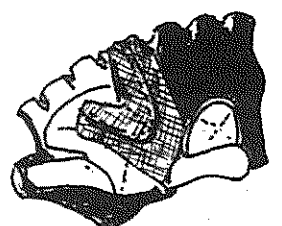
SAVE 15%



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Fits like a glove!

The new Rodriguez Gel padded gloves are just what your hands are asking for this season. You know those old gloves are smelly, dirty looking, and ready for the trash heap. We'll even make it easy for you. Now you can get those brand new Rodriguez gel padded gloves for just \$19.99 Reg. \$25



No cash value, coupon is limited to stock on hand, expires June 30, 2004

More Stable than Windows XP!



The Sigma Sport BC500 bike computer gives you just what you need for tracking your workouts, or just making sure you're following the speed limits. It's extremely reliable, and easy to use. Reg. \$20

SALE JUST \$14.99

No cash value, coupon is limited to stock on hand, expires June 30, 2004

Locked and Loaded!

You don't have to be loaded to buy a lock at R+E Cycles! Now, with this coupon you can get a Pyramid combination lock with cable, or a Pyramid key padlock with cable for just

\$5.88

Reg. \$10



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