

A positive attitude may not solve all your problems, but it will annoy enough people to make it worth the effort.

- Herm Albright



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

**R+E CYCLES NEWS • THE NEWSLETTER OF CYCLING VALUES! SEPT. - OCT. 2008**

## Push, Pull or Drag

...that old junker in to R+E Cycles and save big!

Come on, we know you're out there, we see you in the repair shop every day. Aren't you tired of that old, heavy bike? Tired of the repair bills, the broken spokes, or the old fashioned shifters? Does your neck, back or butt hurt when you go riding? Do all of your friends laugh at your bike? Or, maybe you have a friend in this... unfortunate situation. Well, now's your chance to do something about it!



We'll give you (or them) \$225 credit for that old road or mountain bike, no matter what it is, when you push, pull or drag it in to R+E Cycles and buy a Rodriguez! That's right! Your old road or mountain bike is worth \$225 in trade, no matter how old, broken, or out dated it is!

Think we're crazy? That's kind of what our accountant thought when we told her we were going to offer this fantastic promotion, but we want to see more people enjoy cycling on a new Rodriguez! Here's how it works.

Just bring in that old junker. We'll measure you up for a new Rodriguez. It's that simple. You'll ride away on a comfortable, fast, up to date Rodriguez that will make all of your friends drool! **You'll have to hurry though, this offer is only good through October 25th!**



## Give Me The Works!

OK, so you've got an old bike, but it's not ready for the dumpster, and besides, you're emotionally attached to it like an old cat. You might even have named him or her, thereby cementing your relationship for at least another 5 years. Well that's OK too, we've still got something great for you.



It just so happens that we have a full frame and paint shop, so that old steed of yours can live on! Our winter restoration special has become a tradition around these parts, and people email me every September wondering when we're going to run this promotion again. It's your lucky day, now is the time. Usually, an overhaul/paint job for your bike is \$750. If you bring in your bike between September 15th and December 15th, we'll give it the works for just \$550 (extra 10% off for Rodriguez bikes). A \$200 discount is nothing to sneeze at!

We started running this winter special back in 2003 or so, and it turned out to be a win/win situation for the customers as well as the repair and paint shop! That one little coupon keeps us going strong through the winter, and gives those customers who took us up on it a fantastic looking, as well as fantastic performing bicycle! It doesn't matter how old your bike is, a fresh coat of paint and an overhaul will make it seem new. Several women brought in Stellers from the early years (1996-97) and had them custom painted and overhauled with this coupon. One in particular had the bike painted Sunrise Yellow, and the old brakes were white. She originally thought she should buy some new brakes for it, but I suggested that painting the brakes to match the bike would give her bike a great conversation starter!

"All right already, I'm sold! Now how do I get 'the works' for my bike?" You ask? That's easy. Just roll that old steed into our repair shop and say "Give me the works!"

**HOURS**  
**Monday ~ Closed**  
**Tuesday - Friday 12 ~ 6**  
**Saturday - 10 ~ 5**  
**Sunday ~ Closed**  
**by Appointment ~ anytime**



**R+E Cycles**  
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 Seattle, WA, 98105  
 206-527-4822  
 fax 206-527-8931  
 email [Sales@rodcycle.com](mailto:Sales@rodcycle.com)

The only shop around with a real coffee shop built right in. If you would like to plan a ride to leave or start at R+E Cycles coffee shop, just call ahead and we'd be happy to accommodate your group.

**Don't Mess Around!**



Think you can find a better jacket for less money than the one we carry? Think again. Even other shops send people here to get the jackets we carry! We've been ahead of the curve this year, and ordered jackets before the price increase hit, so we're passing along the savings. Why mess around shopping high and low when we've already done that for you? Use this coupon to get \$20 off any rain jacket in stock. Reg. \$165 (touring)~\$220 (elite)

**With Coupon SAVE \$20**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 10/25/2008

**Frigid Digits?**



We've got your hands covered for winter! This year we've added Pearl Izumi to our roster of frigid digit coverings! We have them in stock and even on sale! Use this coupon to save 10% on any Pearl Izumi, Gore, or Airius winter cycling gloves. You'll be glad you did. Reg. from \$35

**With Coupon SAVE 10%**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 10/25/2008

**Motivation!**

You don't expect to ride to work on that bike, do you? Fenders are the only way to keep your motivation up on those "Seattle sunshine" days. Now, were going to give you a sweet deal on a great pair of easy to install Planet Bike Speedeez fenders. No tools required, and you won't have that rainy day excuse anymore. Use this coupon to get a set for just \$35 (reg. \$40).



**SAVE \$5**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 10/25/2008

PRSR STD  
 US Postage  
 PAID  
 Seattle, WA  
 Permit No. 1578

## Arms Race

Do you find yourself racing so fast that your arms freeze in the morning? Arm yourself with a pair of arm warmers from R+E Cycles and save 20%. Kinda silly to put arm warmers on sale in September huh? Oh well, it's all ready gone to print. Reg. \$35

**With Coupon Just \$28 a pair!!**  
Hurry, limited supply



*Offer limited to stock on hand. No cash value. Expires 10/25/2008*

## Wardrobe Mishap?

If you wear your long tights in the morning because it's cold, and then it's hot when you leave work, you're going to have to sweat it out. Or, you could just buy some leg warmers to wear your regular bike shorts. Reg. \$43



**With Coupon Save 10%**  
Limited to stock

*Offer limited to stock on hand. No cash value. Expires 10/25/2008*

## commuter computer

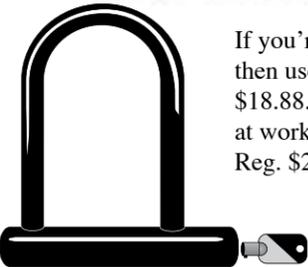
Just the facts you need while commuting and no silly bells and whistles. Face it, do you really want to know your heart rate while riding through traffic? Why not get a simple to use, no frills bike computer like the Sigma BC506. It just tells you what you need to know, and doesn't dazzle you with the bells and whistles that you can't figure out how to run anyway. Reg. \$24.99



**With Coupon Just \$18.88**

*Offer limited to stock on hand. No cash value. Expires 10/25/2008*

## Locked and Loaded!



If you're not loaded, but would still like to be locked, then use this coupon to get a Knox U-lock for just \$18.88. At that price you can afford to get one to leave at work so you don't have to haul it back and forth! Reg. \$25

**With Coupon**  
**SAVE 25%**

*Offer limited to stock on hand. No cash value. Expires 10/25/2008*

## Aches and Pains

Do you have a few aches and pains? Use this coupon to get tube of Ibuprofen cream to spread directly on the affected area. Reg. \$25



**With Coupon Just \$19.99**

*Offer limited to stock on hand. No cash value. Expires 10/25/2008*

## Frog in Your Throat?

You'll have a frog in your throat when you hear that R+E Cycles has Frog pedals on special. We haven't put them on special for a couple of year now, but here's your chance! We'll even install the cleats for you if you act fast! Reg. \$125



**With Coupon**  
**\$109.99**

*Offer limited to stock on hand. No cash value. Expires 10/25/2008*

## Gas Busters!

Does filling your car up at the pump make you GASp? Some people think that we only sell high-end bikes, but we have a few 'gas-busters' up our sleeves as well. Remember, whether you're purchasing a \$6,000 bike, or a \$600 bike, you're really purchasing a relationship with the shop you get it from. Why buy a bike, when you can buy a whole bike shop?



**Redline R740** **\$650**

We featured this bike last month, and sold through some of the sizes. We still have 3 sizes left, and when these are gone, there are no more. Here's a great bike for that friend that says they'd go riding with you, or commute to work on a bike, but they can't afford to buy one. The Redline R740 is a very reasonably priced road bike that will accept full fenders and a rear rack. It comes with a triple crank and a carbon fork. All for only \$650!



**Redline 750** **\$899**

Need a great road bike that fits fenders? The Redline 750 is a real road bike that was designed by a guy who actually lives in the Northwest. Same frame and fork as the 740, just lighter components and a gun metal gray paint job. With the 750, you can commute to work or ride the STP all on the same bike. You can buy a bike anywhere, but why buy a bike, when you can buy a shop? Light, fast, fender compatible, triple crank, R+E Cycles fitting....how can you go wrong?



**Redline 540** **\$540**

Here's a big seller this year. The Redline 540 is a real road bike that comes with flat handle bars. It's the same frame and fork as the 740 and 750, but the bars put you in a more upright position. This is a perfect bike for commuting winter or summer. It's light, fender compatible, and comes stock with a triple crank set. We've sold these so fast that there are some sizes that we are now out of stock on, but it's worth a looky.

# We Have The Best Customers in the World!

Scott and Smiley,

I just wanted to send an email and let you both know how much I love my Rodriguez S3. I'm amazed how smooth, responsive, and comfortable the ride is compared to my previous Lemond Sarthe. While both are steel, the S3 is clearly lighter and has a superior ride.

Before I got my S3 I was having problems with wrist and finger numbness. The time you took to custom fit the bike to my 6'4" frame seems to have made all the difference. It is so nice to finish a long ride and be pain free. The difference is rather amazing.

I also just wanted to thank you both for making the fitting and buying process so enjoyable. Everyone who helped me at the shop was fantastic.

Thanks for everything!!

Scott Edwards

Scott Edwards, Rodriguez S3 Chorus 2008  
Many more stories and photos in our on-line scrap book at

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

# Shiftless!

At R+E Cycles, we build more than just road and tandem bikes. The last few years we've built a number of track bikes as well as single speeds. That's right, shiftless bikes! As a matter of fact, we are the manufacturer of the most popular brand of chain adjusting device for single speed mountain bikes (the Bushnell eccentric).

*Rodriguez*  
Hand-built Single Speed-  
ATBs start at \$2,800



*Rodriguez*  
Hand-built Track bikes  
start at just \$2,200



# It's about time

*Trillium*  
Dream Bicycles



*Rodriguez*  
Bicycle Company  
Seattle, U.S.A.

The bike of your dreams awaits you. The Trillium line of dream bikes is the bike you are dreaming about. A Trillium is designed, hand-built, painted and assembled just for you, exactly how you want it. Bring us your idea and we'll help you make it come true this winter.

When you order a Trillium, you'll work in person with me, Scott or Smiley to design and spec your new bike. Then you'll meet Todd and Dennis, the frame builders, Teresa the painter and anyone else who touches your dream bike as it moves through our Seattle building. When you buy a bike at R+E Cycles, you're buying the whole shop!

Whether you are dreaming of a new road, track, time trial, Rohloff Touring bike, ultra-light tandem, Cyclocross bike, or something different, we can create a Trillium for you. If you've been dreaming of that lifetime bike, and would like to sit down and talk with us about creating it, give us a call at 206-527-4822 and we'll set up a time to meet. You can also email Scott directly at [sarock@rodcycle.com](mailto:sarock@rodcycle.com) if that's more convenient.

*Trillium*

# Time To Winterize

## Fenders

Don't look like a skunk, or get your feet wet! Sometimes, in our part of the country, it rains. Riding your bike in the rain is quite tolerable with a good pair of fenders.

## Head Lights

Don't get caught in the dark! As winter sets in, it gets dark very early. It is vital to have a good light, especially if you are a commuter.

## Tail Lights

Make sure drivers can see you well! As the winter sets in, you will definitely want some form of good tail light.

## Racks

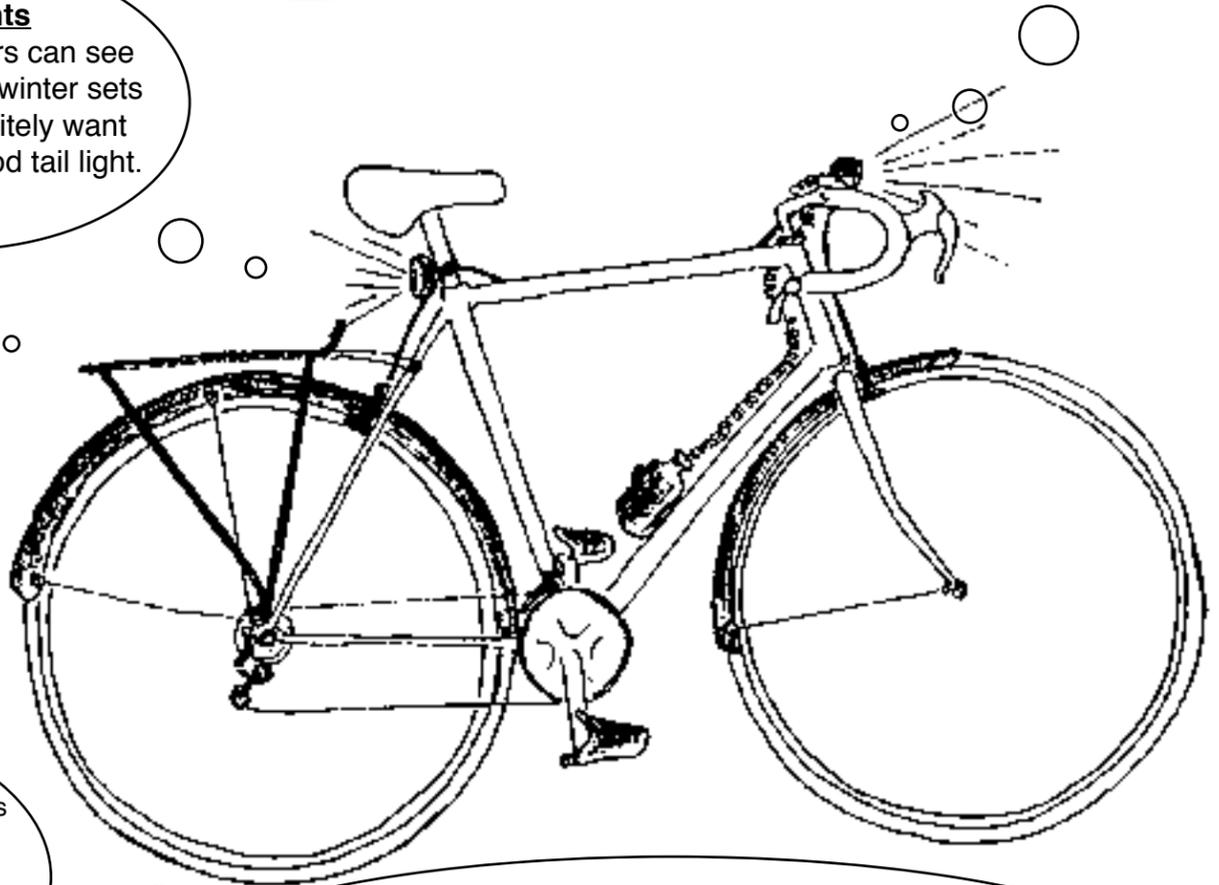
Winter riding requires a few more pieces of clothing. Make sure you have a rack, or a good way to carry the layers of clothing that you'll need to take with you....just in case...

## Flat Prevention

There's lots more crud sticking to your tires in wet weather. Make sure you have a good plan of action when it comes to flats. Good tires, and a flat repair kit are a good start. Tire savers (only available at R+E Cycles) are a secret weapon that only our customers know about.

## Clothing

You'll need a good rain jacket (see page 1). You'll also need some eye protection that is clear or amber colored. If you're riding in the morning, you might want booties for your feet, and some rain pants or at least a pair nice leg warmers. Long fingered gloves are a must, and I really advise something to cover your ears like helmuffs.



## KISS

Keep It Simple Stupid, but keep it lubricated, and you might as well buy low while your at it. Triflo is the best lube to use on your chain during the Seattle winter. Anything else is just crazy. So c'mon, get with the flo!

Reg. \$5

**With Coupon Just \$4.29**

*Offer limited to stock on hand. No cash value. Expires 10/25/2008*



## Here's Mud in Your Eyes!

That's what those cars are thinking as they pass you buy on a rainy day. Don't give them the satisfaction! Use this coupon to get some appropriate winter cycling glasses. As a matter of fact, get 2 for the price of 1. You can have a pair of clear for night, and a pair of amber to brighten up those overcast days.

Reg. \$20 pair

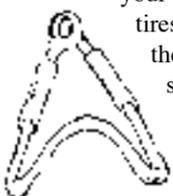
**2 pair for \$20**



*Offer limited to stock on hand. No cash value. Expires 10/25/2008*

## IT'S A KNOCK OUT!

Use this coupon to get 50% off our exclusive Tire Savers. These guys will knock out the offender before it punctures your new tires. Here's how it works. Buy any pair of tires at Seattle bike repair (from \$50) and have us install them (\$20). Then, use this coupon to get a pair of tire savers installed at the same time at 1/2 price (reg. \$45 installed). Read more about these doo dads in the August 2007 newsletter available on our website.



**SAVE 50% ON GREAT**

*Offer limited to stock on hand. No cash value. Expires 10/25/2008*

## Five Finger Discount

Use this coupon to get a pair of Rodriguez Gel padded cycling gloves for just \$19.99.

Reg. \$25

**SAVE \$5**



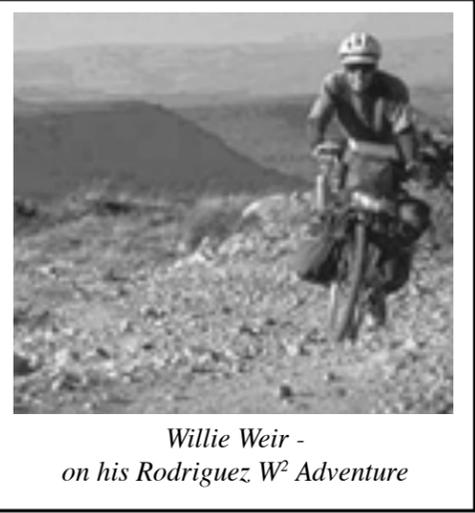
*Offer limited to stock on hand. No cash value. Expires 10/25/2008*

# Hard-Boiled

## Travel

This bike has become a standard in the industry for the 'go everywhere' traveler.

The Rodriguez W<sup>2</sup> Adventure is ready to conquer any terrain your heart desires. Originally designed in 1996 for bicycle adventurer, columnist, and writer Willie Weir before his bicycle adventure in the Balkans, this bike can do anything. It is rugged, well-designed and can pack easily into a 26" X 26" suitcase for airline travel.



Willie Weir -  
on his Rodriguez W<sup>2</sup> Adventure

## Versatile

The Rodriguez W<sup>2</sup> Adventure has many features that you won't find on any other bike.

This bike is set up to use whatever tire you might need to tackle the roughest roads (or non-roads). You can install anything from 1" slicks to 1.75" knobbies on the fly, as needed.

Stand-over clearance is maximized because you never know when you'll have to stop short. Ultimate travel calls for Ultimate comfort! The sloping top tube provides a higher, more comfortable handlebar position. The bike is offered with drop or flat bars. The W<sup>2</sup> Adventure comes equipped with front and rear rack braze-ons so you can carry the mother-load of equipment, as well as 3 water bottle braze-ons. The W<sup>2</sup> Adventure comes with a lower gear range than other touring bikes, and a crank set that will even accept lower gears. The W<sup>2</sup> Adventure is equipped with S&S couplings. This means it can easily be packed into a 26" by 26" suitcase (sold separately).



- True Temper OX Platinum tubing
- Available in 15 sizes to fit men and women (custom for just a \$200 upgrade)
- Available in 4 color choices (custom paint upgrade also available)
- Five different decal options

Rodriguez W<sup>2</sup> season is well under way! We are honoring the 2008 price until we catch up with our price increases from our suppliers. Expect the price to go up at any time, In short, if you hurry, you'll probably save yourself a couple hundred bucks!

## Specs

	W <sup>2</sup> Adventure Flats \$2,949	W <sup>2</sup> Adventure Mirage \$3,199	W <sup>2</sup> Adventure Veloce \$3,499	W <sup>2</sup> Adventure Ultimate \$5,149
Tube Set	OX Platinum	OX Platinum	OX Platinum	OX Platinum
Fork	Aluminum or Tandem	Aluminum or Tandem	Aluminum or Tandem	Aluminum or Tandem
Shift Levers	SRAM X-7 Trigger	Campagnolo Mirage 9x	Campagnolo Veloce 9x	<u>Campagnolo Centaur</u>
Brake Levers	Tektro ATB	Campagnolo Mirage	Campagnolo Veloce	<u>Campagnolo Centaur</u>
Brakes	Tektro Cantilever	Tektro Cantilever	Tektro Cantilever	<u>Trillium Big Squeeze</u>
Bottom Bracket	Shimano Sealed	Shimano Sealed	Shimano Sealed	<u>Phil Wood</u>
Cranks	FSA 28/38/48	FSA 28/38/48	FSA 28/38/48	<u>DaVinci 28/38/48</u>
Front Derailleur	SRAM X-7	Campagnolo Triple	Campagnolo Triple	Campagnolo Triple
Rear Derailleur	SRAM X-7	Campagnolo Champ	Campagnolo Comp	Campagnolo Comp
Chain	SRAM PC951	Campagnolo C9	Campagnolo C9	Campagnolo C9
Hubs	Shimano	Velocity Sealed Bearing	Velocity Sealed Bearing	<u>Phil Wood Cassette</u>
Rims	Velocity Aeroheat	Velocity Aeroheat	Velocity Aeroheat	Velocity Aeroheat
Spokes	DT 14G	DT 14G	DT 14G	<u>DT 14/15 Butted</u>
Tires	Serfas Barista	Serfas Barista	Serfas Barista	Serfas Barista
Handle Bars	Alloy Flat Bars	Profile H2O	Profile H2O	<u>FSA Carbon K-Wing</u>
Head Set	Cartridge Sealed	Cartridge Sealed	Cartridge Sealed	<u>FSA Orbit Equipe</u>
Tape/Grips	ATB Grips	Black Cork	Black Cork	Black Cork
Saddle	WTB or Serfas	WTB or Serfas	WTB or Serfas	WTB or Serfas

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

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

## Out With The Old..



Last years \$100 light is this years \$75 closeout. Save while you can, supply is very limited.  
Nite Rover  
12 Watt Halogen (dual bulbs)  
3-beam patterns  
3 hour NiMH battery  
Quick release mount  
Lightweight bottle cage mounted battery

**SAVE \$25!!!**

*Offer limited to stock on hand. No cash value. Expires 10/25/2008*

## Cygo-Savings



Hi-Flux 200  
10 Watt Halogen (single bulb)  
SSR Optic technology  
2-beam patterns  
Up to 50 hour battery burn time  
Quick release mount

**With Coupon just \$125**

*Offer limited to stock on hand. No cash value. Expires 10/25/2008*

## Cygo-Super Savings



Last years model savings! This Dual Cross Pro lighting system is last years high-end system. Use this coupon to save \$80 on it! Wow! That's a lot. Reg \$259  
2,500 Candlepower (dual bulbs)  
Waterproof light enclosure  
8-hour battery burn time  
Quick release mount

**With Coupon just \$179.99**

*Offer limited to stock on hand. No cash value. Expires 10/25/2008*

## ..In With The New!

OK, you don't want one of the old lights but you still want a deal? Man, you drive a pretty tough bargain. Here goes: Buy any off the new Cygolites listed to the right and we'll throw in the Blackburn Mars 2.0 flashing tail light. That's a \$15 value.

**FREE STUFF!**

*Offer limited to stock on hand. No cash value. Expires 10/25/2008*

## Don't be a Loser!

I used to rely on my trusty head band that had ear flaps on it for the winter. Problem was, I kept losing it in the wash. When I did have it, the ear flaps kept rolling up so it wasn't that effective anyhow. I resigned myself to the fact that I would just have an ear ache for the first few hours each day. No more! The Helmuf is a warm fleecy ear cover that stays on your helmet strap all winter long. As long as your helmets buckled, your ears are warm. Reg. \$15



**With coupon just \$12.99**

*Offer limited to stock on hand. No cash value. Expires 10/25/2008*

## A Good Excuse

You want a sweet new carbon fiber cage but you don't have a good excuse to buy one? Well, how about the fact that winter's coming and a carbon fiber bottle cage is water proof? If that's not a good enough reason, how about the fact that they're on sale at R+E Cycles? Now what's your excuse? Reg. \$45



**With Coupon \$38.99**

*Offer limited to stock on hand. No cash value. Expires 10/25/2008*

## Let there be Light! at a reasonable price

It's that time of year again. It's getting dark early, and you don't want to get trapped at work without a good lighting system. High quality lighting systems can cost as much as \$700! Why...you ask? Well, we ask that too.

The systems we've selected this season are LED technology for superior run times.

The Cygolite systems we sell will provide you with excellent performance, an unbeatable warranty, and sell for as little as \$99. You can have ample lighting for your commute, and spend those hundreds of dollars you saved on fenders, racks, bags, rain coat, helmuffs, winter gloves, and....let's see.....if my math is correct, there's still money to burn here....oh yeah....take your sweetie out to dinner!

System 1.)

Hiflux II \$99.99

- LED output brighter than 10 watt halogen
- New 3rd Generation High-Brightness LED
- 3.5 hour run time
- Lightweight headlight design (wt.=80 gm)
- Ultra-compact, NiMH frame mount battery
- Optional wide view lens included
- Heavy-Duty Flip-Lock handlebar bracket
- Total system wt.: 383 grams



System 2.)

Hiflux II X-tra \$139.99

- **2.5 hour smart charger**
- **2 light modes to save battery run time**
- **4.5 hour run time on high**
- **50 hour run time on low**
- LED output brighter than 10 watt halogen
- New 3rd Generation High-Brightness LED
- 3.5 hour run time
- Lightweight headlight design (wt.=80 gm)
- Ultra-compact, NiMH frame mount battery
- Optional wide view lens included
- Heavy-Duty Flip-Lock handlebar bracket
- Total system wt.: 383 grams



System 3.)

Rover II LED WB \$199.99

- New 3rd Generation High-Brightness LEDs
- LED output equivalent of 25 halogen watts
- Extra long 3.5 to 10 hour run time on bicycling settings
- 4 total brightness / flashing settings
- Includes: High - Low - Boost - Flash
- Battery low indicator integrated into the headlight
- Cross-Fire™ design spreads the beams side-to-side for max. coverage
- Compact NiMH water bottle battery fits in water bottle cage
- Durable shockproof LEDs
- Overnight charger
- Heavy-Duty Flip-Lock handlebar bracket
- Total system wt.: 429 grams



## Beauty is only skin deep

Many lighting systems look beautiful, and the Cygolite systems are no exception. Beneath the surface though, is a company's willingness to stand behind their product. Aside from being priced extremely competitively, Cygolite systems have another value added feature. An unbeatable customer service history.

Systems that we've sold in the past had very poor warranty service that left our customers without their lighting system for weeks at a time if something went wrong. Our policy, when possible, is to give the customer a new light if theirs fails under warranty. Cygolite is the only company that we have dealt with that will work with us on this policy. On the rare occasion that we've had a Cygolite system fail, the customer has left our store with a new part....no waiting, and Cygolite took care of us pronto.

**R+E**  
CYCLES

# Used and Fabulous!

If you want a sweet ride, but you don't mind saving some money at the same time, check out some of the used bikes we have in stock!

From time to time we have a few bikes in stock that are used. Some of them are sample bikes, some are trade-ins, and some are here on consignment. Most of them come with the same warranty as if they were new, and you can expect the same type of service from us as if you were purchasing a new bike.

**2007 Rodriguez Houdini Chorus** (Sport/Race travel bike)  
- Size 7S - New condition, custom paint (blue/pearl white) with travel suit case - lots of extras - Full Warranty - New price - \$6,000 **Slightly used just \$4,200**

**1992ish Rodriguez Full custom tandem** - Size Large - excellent condition - carbon fiber wheels - Campagnolo equipped - lots of extras - **Frame/fork Warranty** - New price - \$6,500 **Used just \$3,999**

**2006 Rodriguez Travel Tandem** - metallic green - Size Small - Like new condition - **Full Warranty** - New price - \$6,500 **Used just \$4,999**

**1999 Rodriguez Softride Tandem** - blue - Size Large - Good condition - **Frame/Fork Warranty** - Lots of extras - **Used just \$2,499**

## Tandem 101 Classes

Want to try a tandem for a day before you buy? Take advantage of our tandem 101 class. Here's how it works: You pay \$100 and receive a thorough lesson for both riders that includes actual riding with one of us. After both of you are filled with confidence, you take the trial tandem and ride it until you decide iff you like tandem riding. If you buy a tandem, the \$100 is credited in full to the purchase price of the tandem. If you don't buy a tandem, you learned the cheap way that tandem riding is not for you.

# The Perfect Blend

I recall a day a few years back when 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 website (thanks friend). He liked our focus on comfort as well as performance, and thought a Rodriguez bike would be worth a try. I fit him to a new Rodriguez bike we had on the sales 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.

The point to my 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 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.

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.

## Caught with out Pants Down!

We have a really cool new clothing and shoe display, and we want you to see it. We're going to mark down the price of our rain pants by \$15. Kind of a silly thing to do with winter and all, but we're excited for everyone to see the new clothing display. It's kind off hard to see the display with all these clothes on it, so we figured marking them down would reveal the display. Reg. \$85



**SAVE \$15**

*Offer limited to stock on hand. No cash value. Expires 10/25/2008*

## Give Up!

If you've been looking for a more durable, high quality bottom bracket than Phil Wood, you might as well give up. There is no better bottom bracket on the planet! If you think

you find a great deal on a Phil Wood, that's something we can help with. Phil Wood is the only botom bracket with a 5-year warranty. Use this coupon to save \$30 on one when you bring your bike in for a complete overhaul (\$240) in our repair shop. Phil Bottom brackets are reg. \$160



**With Coupon  
Save \$30**

*Offer limited to stock on hand. No cash value. Expires 10/25/2008*

## What's Your Bag?

If you're a commuter on a budget, then your bag should be the new Sunlite Toploader 4! This baby is big, bigger, and beautiful....OK maybe not beautiful, but your clothes, lunch and various work stuff will stay beautiful because you can keep them seperated with lots of room to spare.



The Toploader 4 has panniers that fold out from the sides if you want to keep your shoes sepearate from your lunch for instance. It expands every which way untill it looks like the Beverly Hillbillies truck.



"It sounds great, but what's all this gonna cost?" You ask? Unlike Jed and all his kin, we understand that you didn't strike oil in your back yard. We're going to come up with a deal that you can afford.

Regular price is \$70 and that's pretty good considering comperable brands sell for \$100. We can do better though. How about \$57 untill they run out, or untill October 25th?

If that's still too much, then start diggin' in your yard, you're bound to find something.

**SAVE \$13**

*Offer limited to stock on hand. No cash value. Expires 10/25/2008*

# Can't 'weight' to see her?

Last newsletter I wrote an article called 'weight a minute' about truth telling and lightweight bikes in general. Seems like for some that's kind of an oxymoron. Anyway, several of you have wondered what the 26.8 steel pound tandem looks like, and how it's spec'd out. Here she is in all her beauty.

Thanks for reading, and it was really great to know that even some of the weight weenies out there took notice of the article. I hope you enjoy the picture and spec sheet too.

You'll notice that this tandem is equipped with tandem stuff, and the wheels are not a low spoke count set. Obviously we could shave weight in some areas if we wanted to, but then we couldn't recommend the bike as tandem worthy. We want our customers to have wheels, and all components for that matter, that are appropriate for the use of the riders. The final weight includes 2 bottle cages and 2 sets of Ti Speedplay pedals. In other words, you can actually

*Trillium*  
Dream Bicycles



Fly weight tandem specs

Frame and Fork	Trillium Super Light	Nipples	Red Alloy
Fork	Reynolds Carbon Tandem	Rim Tape	Velo Plugs
Shift Levers	Campagnolo Record 10x	Tubes	Butyl
Brake Levers	Campagnolo Record	Tires	Vredestein Fortezza 700 X 25
Cables	Stainless Steel	Headset	Orbit X, 1 1/8", Black
Brakes	Campagnolo Record	Captain Stem	FSA OS-115 31.8mm
Captain Bottom Bracket	Phil Wood ti-mag	Captain Handle Bars	FSA K-Force 31.8mm
Cranks	da Vinci tandem	Captain Tape	Fizik
Bottom Brackets	Phil Wood ti-mag	Captain Seat Post	Thomson Masterpiece 27.2mm
Front Derailleur	Campagnolo Record triple 28.6	Captain Saddle	WTB Devo Carbon
Rear Derailleur	Campagnolo Record Carbon	Stoker Stem	FSA OS-115 31.8mm + Rodriguez
Cog Set	SRAM PG-970 9spd 12-26	Stoker Handle Bars	FSA K-Force 31.8mm
Timing Chain	SRAM PC-991 Hollow pin	Stoker Tape	Fizik
Hubs	White Industries Tandem 36 hole	Stoker Seat Post	Thomson Masterpiece 27.2mm
QR Skewers	Salsa Tandem	Stoker Saddle	WTB Devo Carbon
Rims	Velocity Fusion	Pedals	Speedplay Ti
Spokes	DT 14/15G	Water Bottle Cages	Serfas Carbon

## Tube be or Not Tube be

Stock up on tubes for the winter.  
Reg. \$5 each  
**3 for \$12**



*Offer limited to stock on hand. No cash value. Expires 10/25/2008*

## Time for Chainge?

If your chain wears out, then it takes out the rest of your drive train. Use this coupon to have us check and lubricate your chain while you wait for FREE. Free is a very good price. Just drop by when we're open.

**FREE CHAIN CHECK**

*Offer limited to stock on hand. No cash value. Expires 10/25/2008*



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