JUNE 2003



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

THE NEWSLETTER OF CYCLING VALUES! JUNE EDITION 2003

IT IS ALL ABOUT THE BIKE WHAT SINSIDE



Even Lance Armstrong wants to go faster up the hills. It's a common theme in cycling. Seems like everyone wants to go faster, whether its on the hills or over the entire length of the ride.

Money can be spent in a lot of ways to try and speed up your bike. Some things are very expensive and don't make a lot of difference. In this issue, we will try to highlight some ways to make your bike lighter and faster at the most effecient speed to cost ratio. Afterall, bikes are what we do, and helping our customers find the best solution for them and their bike is why we are here.

We realize that most of our customers don't intend to qualify for the Tour de France or win the Olympics but they might like to ride STP, Ramrod or the Danskin Triathlon faster or with more ease. Many of us spend many hours in the saddle, training. It's a must. But if

you are getting the most out of your training program and you still want better results, you might try modifying your bike.

There are a number of factors (other than the rider!) that contribute to the speed of the bike. The overall weight of the bike is one factor; the weight and shape of the wheels is another. The rider's fit and position are also important. Specific equipment (pedals, gears, and accessories) can affect how fast you ride.

Good cycling skills also help you go faster. Knowing just when and how to shift is important. You'll also go faster if you know how to "corner" (go through a curve efficiently), and if you

are comfortable handling your bike down hills. Knowing how to start your bike from a complete stop as well as how to "idle" at red lights will contribute to a faster ride.

Proper bike fit can also make you faster. If you are sitting in a position that maximizes your strength you'll go faster. If you are comfortable you'll also find that contributes to a faster time. You'll also find that if you are comfortable while you are riding you'll also feel good when you get off the bike at the end. If you need to run after your ride you'll especially appreciate this.

Once you've done your training,

"It is all about the bike!!"

HOURS

YOU GOTTA SEE THIS!!! Pg. 8

Monday - CLOSED Tues. ~ Friday - 12-7 Saturday - 10-6 Sunday 11-5

5627 UNIVERSITY WAY NE SEATTLE WA, 98105 206-527-4822 FAX 206-527-8931 e-mail Sales@Rodcycle.com http://www.Rodcycle.com

NOW OPEN SUNDAYS 11-

DON T LEAVE YOUR KIDS AT HOME

Let them ride behind you. Attach an Adams Trail a bike and you'll have an instant tandem affordably. Your child can pedal or coast. they are safe and fun for you and your child! Fits all bikes.

Reg:\$160

Coupon: \$134.99

Offer good with coupon olny. No cash value. Limited to stock on hand. Expires June 22, 2003

IRONMAN® WETSUITS BACK IN STOCK!!!

Check out the new Ironman®Instinct. Top of the line wetsuit at middle of the line prices. Men's and Women's. Full and Farmer John.

Purchase a wetsuit and get a tube of BodyGlide (used for easy entry and exit) for free. Full Suit: \$319 Farmer John: \$209

\$10 value

ffer good with coupon olny. No cash value. Limited to stock on hand. Expires June 22, 2003

ENTER TO WIN U.S. POST A FREE PAIR OF TIRES

A FREE PAIR OF TIRES

Bring this coupon in person to
R+E Cycles and enter to win a pair of
Vredestein Folding RoadTires. Choose fron
700C or 650!

\$80 value

Offer good with coupon olay, No cash value. Limited to stock on hand.

Expires June 22, 2003

FREE SHIPPING FOR ORDERS OVER \$15 • 206-527-4322 • http://www.rodcycle.com

MAGNETIC PEDALS??

Unquestionably, without a doubt, the easiest, safest clipless pedal. Some people ask us if the Speedplay Frog pedals are magnetic. Come and try them out indoors on our stationary demo bike. Purchase a pair of these pedals and a pair of shoes and we'll give you 2 pairs of cycling socks free! Choose from ANY of the socks we stock.

Regularly Priced \$8-\$10 2 pair for FREE!!

Offer good with coupon olny. No cash value. Limited to stock on hand. Expires June 22, 2003

MOVE OUT SPECIAL

We've all got different width hips, yet bikes all have the same width between the pedals. If you'd like to move your feet a little further out, these pedal spacers are the ticket. One size fits all bikes and all pedals.

Reg:\$54..99

Coupon:\$45.99

Offer good with coupon olny. No cash value. Limited to stock on hand. Expires June 22, 2003

COMFORT X 2

Cinelli Gel Cork tape takes the great qualities of cork and adds the shock absorption of gel. If you want to make your hands more comfortable try this cushioned tape. And if you want to make your bottom more comfortable try some "chamois butter".

Purchase Gel Cork tape and get 5 packs of chamois butt'r FREE



Offer good with coupon olny. No cash value. Limited to stock on hand. Expires June 22, 2003

DOUBLE TALL

Lots of new wheels require inner tubes with long valves. If you want to skip the hassle of finding long valve tubes, simply attach this valve extender. We do itall the time, it works great.

Reg:\$6.99

Coupon:\$5.99

Offer good with coupon olny. No cash value. Limited to stock on hand. Expires June 22, 2003

IF THE SHOE FITS...

Sidi makes the best cycling shoes around. The Sidi Women's Rampa is a great double velcro shoe with a walkable sole. You'll find comfort and efficiency in this

Italian made shoe. Reg:\$129

Coupon: \$84.99

Offer good with coupon olny. No cash value, Limited to stock on hand. Expires June 22, 2003

HAVE YOU EVER STEPPED IN DOG @#\$%?



If you read cycling articles on technique they often tell you to pedal "in circles". What the heck does that really mean? Of course your feet are going around in circles! "Circles" is referring to the concept that you try and exert even force throughout the

stroke. That is, that you pull up from the bottom of the stroke as powerfully as you push down from the top. That's not easy to do.

A good pedal stroke is similar to wiping dog @#\$% from your shoe. You start forward of your body and then pull up as your foot scrapes the ground. The same is true on your bike.

When your foot is in the 4 or 8 o'clock position of your stroke, that's when you begin to really apply your strength.

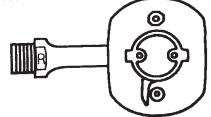
If you were to sit on your bike (on a trainer, maybe) with only one foot on the pedal, and I asked you to pedal you would most likely back pedal and move your foot to the 4 o'clock position so that you could get a bit of momentum. That's where clipless pedals come in.

Try pedaling with just one foot. If you have the kind of pedals with "clips and straps" you'll probably find that it is very difficult or impossible to do. If you have "clipless" pedals you'll probably learn something about your pedal stroke. You'll see that if you pull hard as you enter the bottom of your stroke and continue through the you have a lot more power. Ideally, you would like your stroke to feel smooth, with as much power coming up as going down.

When your foot is at the 8 o'clock position you want to be using your hamstrings to their maximum ability.

Converting your bike to clipless pedals is easy. One size fits all bikes. The cleats come with the pedals, so that you can pick whatever shoe best fits your foot.

If you are concerned that you might not be able to release your foot come into our shop and try our demo bike on an indoor stand. We can tell you until we are blue in the face that the **Speedplay Frog** pedals are easier to exit than your pedals with toe clips. Try them for yourself and we believe you'll be convinced.



NOW OPEN SUNDAYS 11-5

ARE YOU RIDING A HYBRID OR A MOUNTAIN BIKE?



It is about the bike! If you are riding a bike with upright handlebars and you are slower than your friends with road bikes, it might not be about your abilities. Nor about the handlebars.

Most of the mountain bikes out there and many of the hybrids are "geared" differently. In English that means that every time you pedal one revolution (when you are in your hardest gear) you move forward about 90 inches. Your friends on road bikes will move forward about 120 inches. So,if you are pedaling around 100 revolutions per minute, you will fall behind almost one football field in one minute. It's because of the gears. Not you.

What can you do? Bring your bike in and we will look at your gears and see if they can be changed. If so, we'll get you a higher gear to help equalize things. This way you can go faster without working as hard!!

If you are interested in understanding "gearing" we recommend the book, The Bicycle Gearing Book.

DOES RIDING THAT OLD 10-SPEED MAKE YOUR KNEES BURN?

That's because you live in the Northwest. 10-speeds never came equipped with low enough gears for the hills around here. What can you do?

You could ride until your knees break, then have new ones installed. Cost: \$10,000+

Another solution is to retire that old classic and buy a good new bike with a triple chainring up front. Cost: \$900+

Another good solution is to bring your old steed into R+E Cycles and have us install a Sugino XP Triple crankset complete with alloy rings, and any of the derailleurs necessary to handle it.

Cost: Just \$200

I think the solution is obvious



NOW OPEN SUNDAYS 11-5

ARE YOU GEARED A LITTLE DIFFERENTLY

The right gears make you faster. Find out how to shift correctly.

The Bicycle Gearing Book explains gearing concepts in English not techno babble. Mystery is for movies, not bikes. Reg\$8.99

Coupon\$6.99



Offer good with coupon olny. No cash value. Limited to stock on hand. Expires June 22, 200.

DO YOU HAVE CALIBRATED FINGERS?

Properly inflated tires roll faster, resist flats better and last longer. Don't guess how much air you have in your tires, know for sure. This digital gauge is accurate and works on presta or schraeder valves.

Reg:19.99

Coupon: \$15.99



Offer good with coupon olny. No cash value. Limited to stock on hand. Expires June 22, 2003

BRING YOUR TOOLBOX WITH YOU

If you want to be prepared for any mechanical mishap the Topeak Alien is the tool you want in your seat bag. 23 tools (even includes a chain tool, pedal tool and knife) fold up to resemble a large Swiss Army knife. It's the only tool you need.

Reg:\$40

Coupon:\$34.99

Offer good with coupon olny. No cash value. Limited to stock on hand. Expires June 22, 2003

TAKE A LOAD OFF YOUR SHOULDERS

Backpacks are for backpacking not for cycling. When you are riding a bike it is much easier and more comfortable to carry your gear on a rack. Install a silver rear rack and you'll never want to cycle with your backpack again.

Reg:\$25

Coupon: \$16.99

Offer good with coupon olny. No cash value. Limited to stock on hand. Expires June 22, 2003

TRADE IN YOUR HELMET

Bring in your old helmet and take 10% off any helmet in stock! Old helmets that don't fit well don't do any good. When you try on a new helmet with a micro adjusting fit system you'll be amazed at how well the new helmets fit. It makes them a lot safer! Choose from men's, womens and supersized helmets!

10% off any helmet with trade in.

Offer good with coupon olny. No cash value. Limited to stock on hand. Expires June 22, 2003

WHICH IS HEAVIER, A TON OF FEATHER'S OR A TON OF BRICKS?

Customers often ask how much a particular bike weighs. I'm never really sure how to answer that, because the direct answer to the question doesn't usually tell them what they want to know.

If you are concerned with how heavy the bike weighs because you are lifting it on to a roof rack or carrying it up stairs, then that's a good question. But if you are trying to find out if the weight of the bike is light enough to improve your cycling, the direct answer to how much the bike weighs does not completely tell you that. The weight of the rotating mass of the bike is really what you are concerned



A PHYSICS LESSON

Picture two bikes that each weigh 25 pounds. One of the bikes weighs 20 pounds and has 5 pound wheels, the other weighs 15 pounds and has 10 pound wheels. Just lifting the bikes they will feel the same. BUT when you rode them, they would feel completely differ-

ent. You would not like riding the ones with the heavy wheels. Read on...

Picture a string with a brick tied on to one end and a pebble tied to the other. No matter how you hold it, pebble-stringbrick or brick- string-pebble it weighs the same. Now, if you hold the brick and spin the pebble, it is pretty light. But hold the pebble and spin the brick and it is another story. Same on the bike. If you have heavy wheels you are pushing bricks up the hill.

The wheels are the rotating mass, not the rest of the bike. If you can lighten your wheels, it feels like you are pushing pebbles rather than bricks when you hill climb or accelerate. There is an old myth that says, "an ounce on the wheels is worth a pound on the frame". It may not be quite that drastic but it is certainly noticeable.

We have some test ride wheels that you can try out. Come on in and feel the difference. Just be careful you don't get a speeding ticket!

BREAK

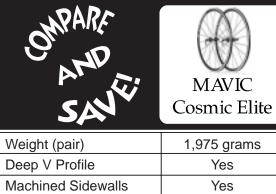
I'm not sure who coined that phrase, but he must have been talking about bicycle wheel sets. The best way, by far, to improve the ride of a bike is to upgrade the wheels. It seems that there are several very comparable wheel sets out there, but the prices range greatly for the same features, quality and benefits. Well as usual, we have done your homework for you, and came up with the best way to upgrade your bike for the lowest cost. The best value, hands down, is the Velocity Spartacus! Compared to the competition, Velocity blows them away. I've prepared a comparison chart below.

Why upgrade to the new racing wheels?

The new, low spoke count wheels give you a great way to gain speed, and drop rotational weight on your bike, at a very low cost (well sometimes at a low cost).

The wheels help you gain speed in 2 ways.

The first is aerodynamics: A traditional wheel has 32 or 36 spokes. Every time your wheel makes a revolution you have 32 or 36 spokes that have to cut through the air (break wind). This air drag slows you down. Whatever you can do to make your bike aerodynamic is a big help. With these really cool Spartacus wheels you'll have only 16 spokes in the front and 20 in the rear on a



Cartridge Bearings Yes Shimano Compatible Yes Campagnolo Compatible No Spoke Count 20/20 Installed Price \$479.99

MAKE YOUR STELLAR GO FASTER

These folding Vredestein tires are light and fast and resist flats well.. You'll really appreciate the difference over a long ride. Install a pair before STP and watch the miles fly by.

Reg:\$50 Coupon:\$39.99

SAFETY PINS ARE OLD FASHIONED

Wear your race number on a race belt rather than pinning it onto your shirt or jersey. These elastic belts are great for triathlons, running or cycling. Assorted colors, easy to use. Reg:\$9

Coupon:\$5.99



650 wheel (or 20/24 on 700 C wheels). That's a lot less spoke drag, especially if your wheel revolves over 37, 658 times in a 50 mile ride!! You'll break a lot less wind!

* The second is rotational weight: Wheels are rotational weight. The more it weighs, the more that weight is multiplied by centrifugal force as the wheel accelerates. Because of the lower spoke count, these wheels weigh a bit less than traditional wheels.

These new racing wheels have also proven to be strong! By using a deeper section rime, the strength of the overall wheel is comparable now to traditional 32 spoke wheels. The hubs of all of the wheels in our comparisons use a cartridge bearing hub, the most reliable bearing system on the market. The fact that we can sell you a pair, installed, for just \$299.99 has me so excited I had to write about it. As far as I can see, the only draw back to these new wheels is that they weren't invented earlier!

Don't let your wheels drag you down. Come on in and test ride the Spartacus wheels, oh sure, you could drive all over town trying to detoermine which one is right for you, but we've done all of that for you. You'll go faster or work less hard, but either way, it won't be a drag.

e	Bontrager X-Lite Aero	VELOCITY Spartacus
	1,690 grams	1,792 grams
	Yes	Yes
	16/20 or 20/24	16/20 or 20/24
)	\$774.99	\$299.99



FROM THE REPAIR BENCH

NOW OPEN SUNDAYS 11-5

GETTING YOUR BEARINGS

There are a number of places on a bicycle that people love to upgrade or change in the progression of a bicycles' life. One of the most repaired and replaced parts is the bearings. Bearing points on a bicycle include the headset, hubs, and bottom bracket (that place the cranks mount to).

People spend time away from their bike if one of those pivotal points (pun intended) goes bad. At first the bearings will start feeling rough. A headset will become difficult to adjust, the hubs will grind when they're spun, and the bottom bracket will wobble, clunk, or grind.

When one of the above happens, it either makes the bicycle a danger to ride, or at best, you're just working a lot harder than you have to to get where you are going. This is not the way it has to be. Cartridge bearings and good seals make for long lasting parts. We at R&E like to use Phil hubs and bottom brackets on bicycles that are going LONG distances, or on bicycles for people that like to 'choose' the time their bike needs a tune up. I've seen a Phil Wood hub on a tandem that I know had 45,000 miles on it. The owner decided that during a business trip to Seattle he would have us overhaul it, so that when he got home he could go to a tandem ride. For 65 dollars the owner had a likenew functioning rear hub.

Phif Wood & Co.

The cost and weight of Phil hubs and bottom brackets are comparable with other high-end hubs and bottom brackets of other companies. But their longevity, 5-year warranty, and ease of repair are unmatched. So if you're someone who wants to make the decision when to bring the bike in, as opposed to the bike making that decision for you, consider the Phil Wood decision.

remember....rubber side down.

FITS LIKE A GLOVE

Cycling gloves make your hands more comfortable and they protect you in the case of a "tip over". Cycling gloves should fit snugly so that they don't bunch up. The Hind "Fusion" cycling gloves are a slip on model which gives you the best fit imaginable. Available in men's and women's

sizing. Reg:\$25 **Coupon:\$19.99**

Offer good with coupon olny. No cash value. Limited to stock on hand. Expire.

FLICK YOUR GLASS

Tire Savers mount on to your brake bolt and hover just above the tire. When a piece of glass or debris attaches to your tire, it flicks it off before you get a flat.

Quite retro, quite effective. Reg:5.99

Coupon:\$4.99

Offer good with coupon olny. No cash value. Limited to stock on hand. Expires June 22, 2003

NOW OPEN SUNDAYS 11-5

We like to sell you everything you need and nothing you don't need. Although we may sell you a spare tube and a pump, we hope you never need to use it, but if you do, we want to be sure you have one.

We also sell some things that aren't a MUST but they help you go faster. Here's a list of some of these items and what they do for you.

AERO BARS

These easily mount onto your handlebars using 2 bolts. When you rest your elbows on the pads it puts you into a faster more aerodynamic position. It allows gives you an alternative posture for added com-

fort. They are really great for long events or on flat stretches.



BENTO BOX

Staying well fueled is important. If you have your food (cookies, energy bar, gel,

etc) right on your top tube it is easy to reach. It is also a lot fresher tasting than if it was in your sweaty jersey.



FREE SPEDGo faster without working any harder. Sails are for boats, not bikes. Simply put yourself in a more aerodynamic position and you'll go faster. Aero bars make you more efficient and they also give you an alternative cycling position for extra comfort. Profile Airstrykes are our favorites.

Reg:\$100 Purchase a pair of Airstryke bars and get an aerobar mounted water bottle Free! \$15 value

THE PERFECT LUNCHBOX COMES WITH A FREE LUNCH

Put your food where you can reach it. This little Bento Box sits on your top tube and keeps your food accessible and out of your sweaty pockets. Purchase a bag and we'l l give you a free lunch. As long as you eat Clif or Luna bars for lunch. Bento Box: \$19.99

Coupon: 2 FREE BARS

BE PREPARED

Flat tires are a fact. Always carry a spare (or two) innertube. Now's the time to make sure your tool kit is well stocked. Purchase 2 tubes and get a third one for free. We've got all sizes and valve styles.

Free is a very good price!!!

CLEARLY THE CHOICE

If you don't want a full hi tech rain jacket but want protection from a summer shower these clear rainjackets are the perfect thing. Mesh ventilation keeps you cool. They roll up small and are very lightweight. Perfect for "just in case it rains..." Reg:\$20

Coupon: \$15.99



CYCLE COMPUTER

It's like having a speedometer in your car. Many of us look at the speedometer many times in any given trip. Some cycle computers even count your cadence (revolutions per minute). If you are being efficient in your pedaling, you will be faster. These units also track your trip mileage and save your total distance. They'll give you instant feedback and they are a lot of fun to watch.

CYCLING SUNGLASSES

Have you ever had to slow down on a downhill because your eyes were tearing? Glasses protect your eyes (ever gotten a bug or rock on your car windshield?) from debris but they also block the wind. Good vision makes for faster and safer riding.



One size does not fit all! That's why we carry plus size shorts. If you have trouble finding large cycling shorts, we can take care of you!

HEART RATE MONITOR

The cycle computer tracks what your bike is doing and a heart rate monitor monitors what you are doing. If you ride too hard, you'll burn out and you won't be efficient. Train smart with a HRM and ride smart in your event. Once you have a HRM you'll wonder why you waited so long to use one.



NOW OPEN SUNDAYS 11-5

HYDRATION PACK

Drink before you're thirsty. If you don't drink enough during a ride you may feel

its effects immediately but you'll surely feel them the next day. If you give your body the water it needs you'll go faster and feel better.



IMAGINE YOUR CAR WITHOUT A SPEEDOMETER, CLOCK OR ODOMETER.

Having information at a glance is important whether it's in a car or on a bike. The Cateye Astrale I tracks your speed, distance, revolutions per minute and more! It even has a clock feature. They are fun and useful to have. Reg:\$50

Coupon:\$39.99

RAIN OR SHINE, WE VE GOT YOU COVERED

At \$10 bucks a piece you should have two pair. These cycling glasses block the wind and keep out the UV rays. Choose from clear, yellow or dark lenses and grab 2 pair. Reg:\$20 each

Coupon: 2 for \$20



INFLATION IS GOOD THIN

That is, if you are inflating your tires. Properly inflated tires roll faster, resist flats better, and last longer. Keep your tires to full pressure with this Crank Brothers Floor Pump. Reg:\$70

Coupon: \$59.99



DOES YOUR FLOOR PUMP DO BOTH VALVES?

If you hassle with your floor pump and presta valves and schraeder valves, get a new hose for it! The SmartHead hose fits either valve. Press it onto your tube and it will pump it up whether it is schraeder or presta. Fits most floor pumps. Reg:\$20

Coupon: \$15.99

THE "BETTER THAN YOU CAN BELIEVE IT" PAGE

NOW OPEN SUNDAYS 11-5

AST CA

Size small of men's and women's Rodriguez cycling shorts are now only \$9.99. They are a very nice lycra with a soft chamois for comfort and to prevent chafing. Comfort is the key to cycling.

Reg:\$40

Closeout:\$9.99

Offer good with coupon olny. No cash value, Limited to stock on han

ITSY BITSY MIRROR

This tiny little mirror (the size of my fingernail on my pinky finger) adheres to the inside of your sunglass lens and actually lets you see what's coming up behind you. Convenient and simple.

Package of two. One pack left.

Reg:\$14

Closeout:\$4.99



CARRY A SPARE

It is wise to carry a spare tire as well as a tubeespecially for 650 wheels. We've got one high end Vittoria folding tire that is really light. It is perfect for leaving in a pack, just in case... Reg:\$45

Closeout:\$9.99

TURN YOUR SHORTS INTO BIKE SHORTS

One pair of women's medium cycling underwear left. These liners have a small chamois in them. Wear them under any shorts for

comfort while riding. Reg:\$25 Closeout:\$6.84

ULTEGRA SPD ROAD PEDALS

2 sets of these pedals left. If you know what they are, you'll know what a good deal they are.

Reg:\$150

Closeout:\$58.44



GET SOME BIG AIR

If you use a CO2 inflation device this large cartridge is equivalent to two smaller ones.

Great in case you lose a little air or just want to carry one cartridge. 5 left.

Reg:\$6

Coupon:\$1.86

DO YOU WALK FUNNY?

If you are riding in Time cleats we can help you walk. These little covers

slip over your cleats for safety and cleat protection.

Reg:\$15

Closeout:\$2.99

HIGH END ROAD ' CHEAP CHEAP PRICES

We forgot to put these in our closeout newsletter. We've got one Vittoria Open Corsa CX folding tire in 700 C and one Continental Ultra 2000 folding tire left.

Vittoria Open Corsa (for when you want to go fast!!!) Reg:\$65

Closeout:\$9.99

Continental Ultra 2000 700x25 Reg:\$35 Closeout:\$9.99

Offer good with coupon olny. No cash value. Limited to stock on hand. Expires June 22, 2003



One Cateye HL 500 Halogen front light left. Its a light bright light with a quick release mount. You can even use it as a flashlight on a tour.

Reg:\$16

Closeout:\$4.76

