

NEW FOR The Rodriguez Phinney Ridge

2013

If you live in Seattle or have spent time riding around the Seattle area, you're familiar with Phinney Ridge. It's a neighborhood, but it's also just what it says it is....a ridge. If you live in Ballard, Greenwood, Broadview, or other parts of North Seattle, chances are that you get to ride up it each day on your way to

work. Then you get to ride down the other side. As we here in the northwest are aware, it does rain a bit out this way. The combination of hills, city riding and wet conditions call for a different bike...at least for some.

Many of our customers wished we would make a disc brake version of the Rodriguez Rainier for their daily commute. They wanted a nice, light sport bike, but didn't want to wear their rims out as quickly. Although they have their ups and downs, disc brakes are great for wet, sloppy, gritty, hilly rides through Seattle streets. Riding in wet conditions with a lot of sand and grit on the roads can result in premature rim wear for the diehard commuter.



Your wait is over! Meet the Phinney Ridge from Rodriguez Bicycles

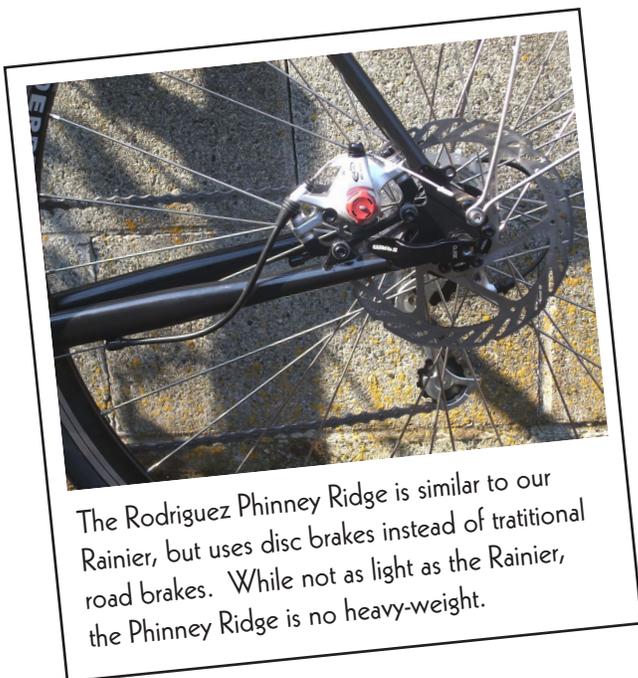
This bike is perfect for sport riding or daily commuting. A bit heavier than the Rainier, but the disc brakes offer the commuter longer lasting rims and wider tire options. The frame and fork will accommodate up to 35mm wide tires with fenders (or a fat 32mm).

'Weather' you've been wanting a sport bike for commuting in Seattle's rain, or just want a great road bike with disc brakes, the Phinney Ridge is your bike. In addition to wider tire and fender options, the Phinney Ridge offers an American made frame, fittings for a rear rack, our hidden fender mounts, and a triple crank set (in the Shimano models). You'll also get our exclusive Rodriguez bottle opener and 3 water bottle mounts.

Quick facts:

Run up to 35mm wide (or fat 32mm) tires with fenders. The Phinney Ridge is American made from True Temper or Reynolds butted tubing. This provides the classic light-weight 'steel feel' that Rodriguez road bikes are famous for. We offer the Phinney Ridge with a selection of SRAM or Shimano equipment. Every Phinney Ridge comes with a pair of handbuilt wheels with a 3-year warranty. It's a comfortable, versatile bike that is perfect for a rainy day commute and our fit is guaranteed.

COMPLETE BIKE STARTING AT \$2,599



The Rodriguez Phinney Ridge is similar to our Rainier, but uses disc brakes instead of traditional road brakes. While not as light as the Rainier, the Phinney Ridge is no heavy-weight.

Have a drink on us!



The Rodriguez bottle opener is an exclusive touch of class that you'll only find on a Rodriguez. This stainless steel accessory comes standard on your Rodriguez Randonneur or Touring bike. It is brazed onto the seat stay, waiting until you have to use it.

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

 www.rodcycle.com

RODRIGUEZ PHINNEY RIDGE

Rodriguez Phinney Ridge Disc Brake Road bike

From
\$2,599

FRAME ONLY

\$1,549

- Hand-crafted in Seattle just for you
- Available in 18 sizes to fit men and women (custom for just a \$200 upgrade)
- Available in 4 color choices (custom paint upgrade also available)
- Nine different decal options

Common Upgrade Options:

- Custom Paint \$100 ~ \$600
- Schmidt SON Front Hub \$335
- Full Fenders Installed \$65
- Phil Wood Bottom Bracket \$180
- Thomson seatpost \$110
- Custom Sizing \$200
- Travel Version \$700
- Custom Kickstand mount \$45
- Other custom work....just ask



	Phinney Ridge Limited <u>\$2,599</u>	Phinney Ridge Standard <u>\$2,899</u>	Phinney Ridge Force <u>\$4,599</u>
Frame	Reynolds 725	Reynolds 725	True Temper OX Platinum
Fork	Disc Steel	Disc Steel	Carbon Fiber Disc (sizes 5s~7s, 8L,9L) Custom built steel on other sizes
Shift/Brake Levers	Shimano 8x bar-end	Shimano 9x STI	SRAM Force Carbon 11x
Brakes	Avid bb5	Avid bb7	Avid bb7
Bottom Bracket	FSA 1 1/8"	FSA Sealed Bearing	SRAM Force
Cranks	Alloy Triple 30/39/50	FSA Vero Triple 30/39/50	SRAM Force Carbon Double
Front Derailleur	Shimano Triple	Shimano Tiagra Triple	SRAM Force
Rear Derailleur	Shimano Tiagra Triple	Shimano Tiagra Triple	SRAM Force
Hubs	OEM 11-25 8sp	SRAM X7 11-25 9sp	Velocity 11-26 11sp
Rims	Weinman Cobra	Weinman Cobra	Weinman Cobra
Spokes	Stainless 14G	Stainless 14G	DT Swiss 14G
Wheels	Handbuilt w/ 3yr warranty	Handbuilt w/ 3yr warranty	Handbuilt w/ 3yr warranty
Tires	Kenda Kontender	Serfas with Kevlar Belt	Serfas with Kevlar Belt
Handlebar	Alloy Compact	Alloy Compact	Alloy Compact
Headset	FSA 1 1/8" threadless	FSA Sealed Bearing	FSA Sealed Bearing
Bar tape	Black Cork	Black Cork	Black Cork
Seatpost	Alloy 27.2	Alloy 27.2	Carbon 27.2
Seat	WTB Speed V	WTB Speed V	Terry Cro-moly
MODEL SPECIFIC UPGRADES	Serfas Fat 32 Drifter tires \$40 BB7 Brakes \$75 9sp STI Shifting \$350 Sealed Headset \$40 Sealed hubs \$50	Serfas Fat 32 Drifter tires \$20 Spyre dual piston brakes \$65 DT 350 Hubs \$325 FSA Carbon handlebars \$250 OX Platinum Frameset - \$350	DT 240 Hubs \$700 Spyre dual piston brakes \$65 Avid SL disc brakes \$125 Serfas Fat 32 Drifter tires \$20 FSA Carbon handlebars \$250

Parts specifications subject to change depending on availability