

Where we cannot invent,  
we may at least improve

-Charles Caleb Colton



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

R+E CYCLES NEWS • THE NEWSLETTER OF CYCLING VALUES! MARCH 2006

## No Rest For The Wicked, And The Righteous Don't Need Any!

That's what my Mother-In-Law always says. Well, we certainly got no rest this winter, so I'm hoping we're the latter.

2005 was far and above our busiest year since I've been here. If you've been reading my newsletters, you've no doubt picked up on the fact that we've really been growing (as well as the fact that my spelling isn't always the best....right Susan?). Anyway, over the winter we always do something to try and make the next season go smoother than the last. This winter we focused our attention on updating our manufacturing process to match the ever changing needs of our customers, as well as creating a fully integrated fitting system that reflects our 30 years of fitting and building bicycles.

The season didn't end in October this year like it usually does. In fact, October was just about as busy as July (that's never happened!) This meant that our upgrades had to keep getting put off, and finally on November 21st, I pulled the plug in the frame shop and the improvements began. We got a late start, but we did get it all done. You can read more about the specifics of our winter improvements on the pages that follow.

### We Have The Best Customers in the World!

A small, independent manufacturer can't survive without the support of its customers.

All of us at R+E Cycles want to thank you, our customers, for giving us the opportunity to work in a field that we love. Not a day goes by without a new customer coming in who was sent in by one of you. We truly have the best customers in the world!

It's a big newsletter, so kick back with a cup of hot coffee, relax and enjoy.

## WHAT'S NEXT?

The evolution of bicycle fitting at R+E Cycles.

A bicycle is only as good as it fits. No matter what you pay for a bicycle, if it's not fit right, you'll hate riding it. Your hands or fingers may go numb, or your back, neck, butt, or worse... will hurt. Needless to say, you have to really trust that the shop and your salesperson not only knows both bicycles inside and out, and bicycle fitting inside and out.

As a bicycle manufacturer, as well as a bicycle shop, we approach bicycle fitting differently than most bike shops. We've dedicated huge resources over the years to improve the way we fit bicycles to our customers. This year is certainly one of those 'huge resource' kind of years. I thought I would take a minute (or several) and just go over the history of how we have developed our bicycle fitting system...The NEXT fit™ system.

A 30 year history of fitting bicycles.

Over the last 30 years we've done a lot of bicycle fitting. In fact, in our computer database of fitting clients there are over 10,000 fits performed (since 1983). In the 1970's, we started out as a custom bike manufacturer. Accurate fitting is obviously something that was crucial for us at R+E Cycles.

### 1980's

In the 1980's, we were one of the first bike builders to use a computer program to help us determine the measurements to build custom bikes. The software we used was originally developed for coaches who were training serious athletes. The opinion in the industry was that only a serious athlete would need to have this type of accuracy in their bicycle fit.

When I started at R+E in the 1980's, we would take a customer's measurements, enter them into a computer program, and then build a custom bicycle to those numbers. It was a big improvement over guess work.

The computer fitting system was only used by a salesperson when selling a

Continued on page 2

## HOURS

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



R+E Cycles  
5627 University Way NE  
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email Sales@rodcycle.com

The only shop around with a real coffee shop built right in.

## Goin' for the Record!

OK. It rained for 27 straight days in January (just 6 days short of a record), and and we still have rain jackets in stock? How's that possible? We're going to fix it right now. Our pain is your gain. We have a good stock of Burley and Gore rain jackets in stock and you'll get 20% off if you use this coupon before they're gone. Reg. \$140



**SALE 20% OFF**

**Hurry, limited to stock on hand**

Limited to stock on hand. No cash value. Expires April 1, 2006

## We've got something up our sleeves

And Presto! It's a sweet deal! Use this coupon to get \$10 off of any of our long sleeve jerseys in stock.

Reg \$50

**Sale \$40**



Limited to stock on hand. No cash value. Expires April 1, 2006

## Riding Chilly Hilly?

For those of you who picked this up at Seattle Bike Expo..... They don't call it CHILLY hilly for nothing. You better pick up a pair of Helmuffs before we run out. These little guys stay on your helmet all the time, so you won't have to be all bummed out when you forget your ear warmers until you're already on the ferry.

And if you didn't get this till after Chilly Hilly, you can still partake in the savings.

Reg. \$15 a pair With Coupon **JUST \$11.99**

Limited to stock on hand. No cash value. Expires April 1, 2006



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US Postage  
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Seattle, WA  
Permit No. 231

## What's NEXT continued

custom bike in the 1980's. When a mass produced bike was sold, it was fit to the customer the old fashioned way. "What's the 'old fashioned' way? You ask? Well, that depends on how old the salesperson was I guess (in the 1980's we had 15-20 salespeople at a time). I've seen many 'old fashioned' ways, although I've never used any of them. Some of them include standing over the top tube and lifting the bike up, checking to see if the view of the front hub was obscured by the stem, or the most amusing one, putting one's elbow on the nose of the saddle and checking to see if the middle finger reaches the stem.

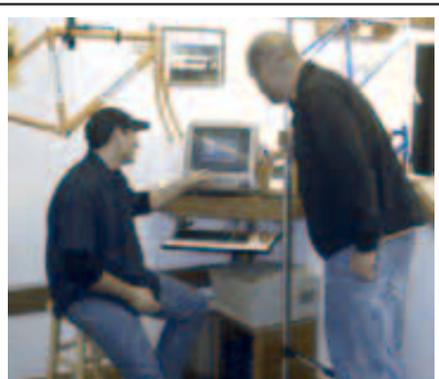
Although not a perfect system, the customers who bought custom bikes with the 'computer recommended' numbers were more comfortable on their bikes than most of the people who were fit the 'old fashioned' way.

We did do professional fitting for people who already had a bicycle that they were uncomfortable on. I would measure both the customer and the bicycle. The computer would give me the suggested numbers and I would set them up on a stationary trainer and make adjustments until they were comfortable. Sometimes the smallest thing (like one brake lever mounted a few millimeters lower than the other) was the only thing between a care free century ride, and wrenching neck pain at 10 miles. I performed countless numbers of these 'full fitting packages' and learned how critical fitting is for any cyclist, not just the pros.

The problem with the computer was that it assumed that every rider was a 25 year old professional athlete in top condition. It had no way of considering a rider's conditioning, flexibility, present or past injuries, age, etc... I always found myself making adjustments to the 'computer' recommendation. The computer generated numbers were really just a good 'starting point'. The cycling experience of the bicycle fitter, his/her ability to listen to the rider, as well as their understanding of the mechanics of a bicycle were all the key factors in helping someone get comfortable on their bike. For instance, if a rider said "uhhhmm...something is going numb when I ride" with kind of a blushing red face, I knew what that meant.

### 1990's

Times...they were a changin'. By the early 1990's we made it our policy for every salesperson on our staff (usually 6 to 10 at a time) to be trained to perform the 'basic four' (as I referred to them) fit measurements for a customer buying ANY bicycle. These were inseam, torso, arm, and foot. This way we could get a recommended seat height, and a recommended reach to the bars. The 'old fashioned' methods were no longer to be used for fitting at R+E Cycles, and a standardized method of fitting bicycles began.



In the 1990's, every rider got 'the basic four' computer suggestion

rider more comfortable through a proper fit is a great thing...right? In most ways the answer is yes, but there were a few 'learning curve' draw backs.

It didn't take long for us to discover that most mass produced bicycles didn't fit most people....at least without some modification. Soon, the repair shop 'to do' file was stuffed full of work orders. These weren't really repairs though, they were all brand new bikes! By 1995, I don't think we sold a bike without switching the handlebar stem, handlebars, crank arms, seat, or something on the bike that had to do with

comfort. We had to work out a system between the sales department and the repair department to get these bikes done quickly. The customers were much happier on their comfortable bikes, and that's what's important.

On the custom bike front, things were a changin' too. As I said before, we had determined that the computer recommendations were only good to use as a 'basic starting point'. When someone was going to invest in a custom bike, we had a 'basic starting point', but what about age, flexibility, injuries, riding style, etc. Guess work was still involved in these areas.

We realized that more development was needed to ensure even more comfortable fitting custom bicycles. So, we built a completely adjustable stationary bicycle, and incorporated it into our fitting process for building custom bicycles. Now a talented bicycle fitting expert could put his/her skills to work before we built the bike. Wow! Throughout the late 1990's, we made some great discoveries. With this new tool, we could really dial in on what our customers wanted, and it usually differed greatly from the fit that a professional bike racer in his 20's would prefer.

We also saw a need for much more accuracy than we were getting for inseam and torso measurements. In a training session, I would see numbers ranging a few centimeters for the same inseam. So, we came up with a more accurate measuring system (the fit stick) for inseam and torso lengths.

By the late 1990's, we were producing one model of bicycle in 4 sizes specifically made to fit women's geometry. We had thousands of women's bike fit preferences on file from over several years. We took a step into the limited production market. It was a great success!

### Can you hear that feedback?

Now, when I said limited production, I meant that we rarely even had one of these bikes built up for the women to try out. When we sold one of these production bicycles, we would fit them on the adjustable fitting bike just like they were buying a custom. This technique not only ensured good fit for that particular customer, it also gave us immediate feedback for the development of future production bicycles. Most manufacturers don't sell directly to the end user, so immediate feedback isn't so 'immediate'.

### 2000

By the year 2000 we only had about 4-6 sales people at a time. We began incorporating not only the 'basic four', but a full fitting as well as a session on the adjustable fit bike about every **high end** bike we sold. This led to many more models of production bikes. When we would set someone up on the adjustable bike we would usually find that they didn't fit any mass produced bike comfortably....this went for men or women. It became increasingly difficult to sell makes of bicycles that we knew weren't fitting most people very well. On the other hand, it became easier and easier to design a line of bicycles that DID fit most people comfortably. We had immediate feedback! We were in the unique position of seeing the problem, and being able to do something about it. We tooled up for more models and more sizes, and dropped more and more mass produced lines of bicycles.

By the year 2000, we were making 7 models of production Rodriguez bicycles in about 10 sizes per style.

The Fit Stick was introduced in the 1990's at R+E Cycles



The 'fit bike' was introduced in the mid 1990's at R+E Cycles

## CURIOUS?

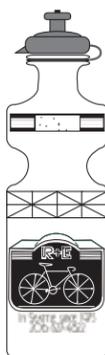
Use this coupon to get a \$10 discount on NEXT fit™ computer recommendations. We provide 2 different fitting services. If you already have a bike, and you're just curious to see what NEXT fit™ says about your current fit, come by for a 'basic measurement' fitting. We will measure you and give you a print out of what NEXT fit™ recommends for a 'starting point'. Reg. \$35  
**With coupon just \$25**

Limited to stock on hand. No cash value. Expires April 1, 2006

## Stinky Old Bottles?

We've seen those old smelly bottles on your bike. It's time to do something about them. If you're thinking of riding another season with those stinky old bottles, think again. Here's a deal you can't pass up. Reg. \$3

**Buy any water bottle cage,  
and we'll give you a free R+E water bottle.**



Limited to stock on hand. No cash value. Expires April 1, 2006



## Is your bike a work of art....

...decorating your garage? The last time you rode it to work were you so uncomfortable that you've pretended not to notice it was there? Did you bow down and kiss your car keys? We can help with a full fitting session using our NEXT fit™ complete fitting solution! It's the whole enchilada. Measurements, adjustable fit bike, your bike on a trainer...the works. Reg. \$200

**With coupon just \$150**

Limited to stock on hand. No cash value. Expires April 1, 2006

## A Sticker Situation!

All your worries about thorns or stickers in your tires will be eliminated when you pick up a set of Mr. Tuffies tire liners at R+E Cycles.

Reg. \$13-\$17 a pair  
**SALE 15% OFF**



Limited to stock on hand. No cash value. Expires April 1, 2006

## What's NEXT continued

### 2006

Now we have 3 professional fitters on staff. The one with the least experience has 16 years in the bicycle industry. Our 10 years of experience with the adjustable bike has taught us that even the computer's 'basic starting point' numbers needed some work.

This year Scott and I sat down and looked over custom bike drawings and numbers that we've collected over the years and made a few more giant leaps.

Leap number one:

In 2006 we are manufacturing our Rodriguez bicycles in 15 production sizes, in addition to our custom bicycles. That's more production sizes than any other manufacturer. Every size has been developed using our experience of fitting and manufacturing bicycles for over 3 decades. Read more about our sizes on page 7.

## What's NEXT?

What's next is leap number 2:

Leap number 2 has been a long time coming.

Most of the software we use at R+E Cycles we wrote ourselves. The computer fitting program was one exception. Over the years, we had to develop 'adjustments' to the numbers it recommended (most of our customers aren't 25 year old pros). These 'adjustments' were the results of experience through performing thousands of fits on the adjustable fit bike.

Other flaws existed in the software as well. A lot of our female customers would be 'out of range' for the computer data, and we would have to extrapolate to get a 'recommended starting fit number'. It was clear that this aspect of bicycle fitting needed some love. Scott suggested that it was time for an update that reflected our customer's preferences. We had the data we needed, we had the ability to write our own software, and we carved out the time to make it so.

The resulting effort is the NEXT fit™ software that we are now using at R+E Cycles.

NEXT fit™ is software that has evolved out of this 30 year history. Scott and I wrote it this January, and just finished version 1.0 this evening (Feb-9-2006). We have been running the beta version in the shop now for 2 weeks, and we are thrilled! We've been seeing much less discrepancy between our computer recommendations and our adjustable fit bike numbers.

NEXT fit™ is a complete bicycle fitting experience that takes place before you purchase any bicycle at R+E Cycles:

- All your measurements are taken and entered into the NEXT fit™ computer.
- Then with consideration to riding style and present or past injuries, Smiley myself or Scott will set the adjustable fit bike to the computer recommendations.
- You will be able to ride the adjustable fit bike as long as you would like in order to assure that you will be comfortably fit on your new bike.
- We will make any needed adjustments as you ride to ensure a comfortable fit.
- NEXT fit™ will analyze your body measurements to make a size recommendation, but then go even a step further. NEXT fit™ will also analyze the data entered from the adjustments made to the adjustable fit bike.
- NEXT fit™ will recommend a bicycle size from our 15 sizes based on all of these factors. A NEXT fit™ 'perfect size' recommendation is just what it says. When it says 'perfect size' you will fit that bike size without any modification. If there is no 'perfect fit', the NEXT fit™ system will let us know the options that may work. We can always build custom sized bike for just a little bit more than the production sizes.
- NEXT fit™ gives us a much more accurate 'recommended starting point'. That's great news for all of our out of state customers. But whether a sale is conducted in person, or by phone or email, the most important factor isn't the software. The most important factor is always the experience and cycling knowledge of your fitting specialist, and the shop you're dealing with. You want someone who knows from experience what it means if you say "uhhmmm....I kind of uhhh....go numb when I ride long distances."

If you're uncomfortable on your existing bicycle, considering a new bicycle purchase, or you know someone who is, we would like to invite you in to try out the most advanced method for fitting a bicycle that has ever been developed.

The graphics on the right side of this page illustrate parts of a NEXT fit™ session. The names have been changed to protect the innocent (but since it's my fit numbers, I guess it's not the innocent that I'm protecting).



Only available at R+E Cycles  
5627 University Way NE, Seattle  
206.527.4822

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



### First:

Accurate measurements are taken of the rider. If the rider currently has a bicycle that they ride, measurements are also taken of that bike so they can be compared to the final results of the fitting session. Notes are made so the fitting specialist can take into consideration factors other than just measurements.

### Second:

The computer gives us our recommended starting point based upon our 30 years of collected data.

Then the rider is set up to ride on the adjustable fitting bike. The fitting specialist will set the adjustable fit bike up to the 'recommended starting point' and then 'dial in' the fit until the rider is comfortable.

This is where the cycling experience, ability to listen, and knowledge of bicycles all becomes important in your fit specialist.

Once everything is adjusted, you can ride the adjustable fit bike until you are satisfied that the fit is comfortable.

### Third:

Now the computer takes over and compares all of the the data collected against the geometry of our 15 sizes and registers the sizes that will fit the rider.

Notice in this case, the computer ('Computer Says' area) found 4 sizes to fit 'Ted Jones' in the 'perfect size' column. When the adjustable fit bike numbers were analyzed ('Fit Bike Says' area), the focus was narrowed to just one 'Perfect Size', a 7S.

### A Perfect Fit!

Computer Says	Seat Height	Reach	Perfect Size	Fit Bike Says	Seat Height	Reach	Perfect Size
1S				1S			
2S				2S			
3S				3S			
4S		yes		4S			
4L		yes		4L		yes	
5S		yes		5S		yes	
5L		yes		5L		yes	
6S	yes	yes	6S	6S		yes	
6L		yes		6L		yes	
7S	yes	yes	7S	7S	yes	yes	7S
7L	yes	yes		7L			
8S	yes	yes		8S	yes		
8L	yes			8L	yes		
9S	yes			9S	yes		
9L	yes			9L	yes		

# Shoe Betcha!

You've heard about Frog pedals right? Frogs are the easiest pedal to clip in and out of. Even my mom approves of these babies! If you're still ridin' around in toe clips, it's time to step up to the plate. We'll even give you a great deal! Reg. \$120 Buy one pair of Frog pedals and **get 10% off any pair of Shimano shoes** we have in stock. Free cleat install w/ Smiley no appt. necessary.

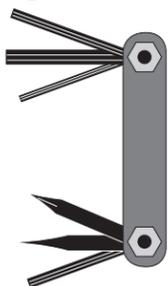


Limited to stock on hand. No cash value. Expires April 1, 2006

# What a Tool!

Use this coupon to save 60% on an Inline folding bike tool. Be prepared to fix your bike on the side of the road (what a troubling thought).

Reg. \$10  
**SALE JUST \$4**



Limited to stock on hand. No cash value. Expires April 1, 2006

# Scratch, Ding Dent?

Are your roommates knocking your bike around? If it's leaning carefully against the door do they just nonchalantly open the door and knock your bike down? Well, why don't you visit us and pick up this one of a kind (there's only one left) wall mounted bike holder. It will hold your bike up off of the floor, and it won't get knocked around anymore.

Reg. \$20  
**Sale \$10 (50% off) only 1 left**

Limited to stock on hand. No cash value. Expires April 1, 2006

# Oh Bless a My Sole!

You're feet will be singing all day long when you install a pair of Superfeet insoles. You're wallet will join in the tune as you save \$5 at the same time!

Reg. \$30  
**Sale Just \$25**



Limited to stock on hand. No cash value. Expires April 1, 2006

# Mr. Smith goes to Washington

If he does, he's going to want to go in style with a pair of Smith sunglasses. Just in time for the sun in Seattle, we're going to close out the '05 Smiths for just \$70! Reg. \$100 Reg. \$100.00



**Any 2005 models in stock just \$70**

Limited to stock on hand. No cash value. Expires April 1, 2006

# BACK IN THE SADDLE AGAIN!

No more excuses! We're going to make it easy to get back in the saddle. Ladies, don't let your bike sit idle just because the seat is uncomfortable.

Pick up the original women's liberator saddle and save \$30 at the same time!

Reg. \$65

**Sale \$35.00**

**Hurry, stock is limited**



Limited to stock on hand. No cash value. Expires April 1, 2006

# Rare Birds

Over the years, I've had a lot of conversations with people who know that I own a bike shop. When the conversation gets a little more detailed though, they usually express surprise to hear that we manufacture our own bicycles right here in our store. "You mean you cut and weld the metal in your shop?" Yes, we do, we paint and assemble them as well.

This morning this was the case. I was explaining what we do to some acquaintances, and they asked "Do other bike shops make their own bikes?" "Unfortunately, not many do anymore." I replied. "Not since the days of Orville and Wilbur Wright." "You mean the Wright Brothers?...the ones who invented the airplane?" one of them asked. "The same." I said. "I didn't know that the Wright Brothers made bikes." he said, surprised.

I've always loved bicycles, and I've been involved in the business since I was the 8 year old kid who repaired the bicycle tires when they came into my dad's gas station in Jerome, Idaho. I remember learning to ride, and I remember the first ride on every bike I've ever had.

It occurred to me that I have run into a lot of people that knew of the Wright Brothers' accomplishments in flying, but were surprised to hear that they started out as bicycle mechanics. As a matter of fact, during a proof reading of this article, my own Mother-In-Law didn't know of their bicycle days. A lot of people assume that Orville and Wilbur were Aeronautic engineers of some kind, but their history was neither Aeronautics nor engineering.

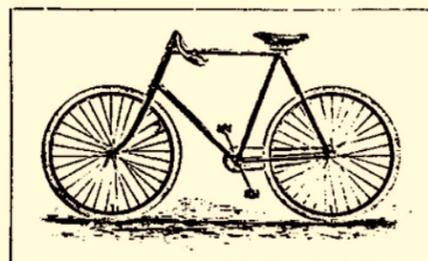
Here's a short history of the Wright Brothers bicycle days as summarized from first-to-fly.com:

For 17 years the brothers owned a bicycle shop called Wright Cycle Company (originally the Wright Cycle Exchange). They started as a bicycle repair shop. As the business grew, they sold several lines of bicycles as well. In 1895, the Wright Brothers began manufacturing bicycles themselves. The "Van Cleve" and the "St. Clair" were 2 models that they manufactured right in their shop.

The Wright Brothers were innovators in the bicycle world before they invented the airplane. One invention still in use today is the left handed pedal thread on the left pedal. This prevents the left pedal from loosening up if it isn't tightened properly.

The Wright Brothers manufactured, sold and repaired bicycles in their bike shop until 1910.

**Van Cleves get there First.**



**WRIGHT CYCLE CO.,**  
Manufacturers of

**"Van Cleve" Bicycles,**

1127 W. THIRD STREET, NEAR WILLIAMS.

REPAIRING, ENAMELING IN ALL COLORS, ETC.

*An early ad for the Wright Brothers Cycle Co.  
and their Van Cleve Bicycles.*

How about that? A couple of bike mechanics with less tools than most of us keep in our garage, accomplished something that governments around the world had spent obscene amounts of money trying to do. It just goes to show, that **the bicycle industry really attracts some rare birds.**

For most people, the Wright Brothers invented the airplane. For me, the Wright Brothers were always **bicycle mechanics** who invented the airplane. Being the daydreamer that I was as a kid, I could go there and watch their creative minds at work. I could hear the sounds of the lathe turning metal, feel the heat from the torches lighting up, smell the smoke, the fire. I've always loved bicycles, and when I grow up, I want to do what they did.

-Dan

# HOLY \$##%^&&&\$!!! Have we been busy!

A lot you have been in a noticed how busy we've been this winter, but we were actual a lot busier than it even seemed on the surface! I thought I would give a you small look behind the scenes to see what we've been up to.

So, today I decided to go down to the frame shop and take a few photographs of some of the new improvements we'd made, and as it turns out I didn't even realize how much we accomplished!

Over the years we've always tried to figure out how to make our high quality bikes in more efficient ways. Our manufacturing style went toward 'batching' bicycles. We would try to batch several similar bikes together. This way when we set up a machine to cut a specific size of tube, we could cut several (maybe 10) of those tubes at the same time. This would save us time in having to set up the machine 10 times (about 10 minutes each set up).

Well, as our models and size offerings increased, and our customers needs diversified, it became increasingly difficult to batch similar bicycles. Therefore, the batch sizes were decreasing to 3 or 4 per batch, and this 'setup time' savings was diminishing substantially. There were also times that a batch of bikes had to be moved several times to make way for a different batch that was in a different stage. If numbers or tubing got confused, then things got messed up and a batch of bikes had to be started over.

## STOP THIS MADNESS I SAY!

One definition of insanity is "doing things the same way and expecting different results." We needed a new way.

We gotta make those bikes one at a time":  
If this could be achieved, then the chance of specifications, braze-ons, or bike tubing getting confused would be eliminated.

### The Problem:

If we made bikes one at a time, our setup times would be astronomical. For instance, we used one machine (Pa Pa Bear) for several processes in making a bike. Each process setup time could be as long as 15 minutes. Not only that, but if Dennis was using Pa Pa Bear for one process, Todd would

have to wait until the machine was not in use. This would add even more time.

### The solution:

- Eliminate setup times all together
- To eliminate setup times we needed lots of machines that were permanently set up for each specific process.

### Another problem:

- Our frame shop is small.
- There would have to be a lot of machines, and they would have to be small enough to fit into our small frame shop. After searching for quite a while, we discovered that no manufacturer makes small machines that are good enough to do the job.

### The solution:

- Call in a Rare Bird
- We're lucky enough to have some rare birds of our own here at R+E Cycles. Dennis Bushnell, our head frame builder, is not only a frame builder but a very creative and talented machinist. He set to work designing and building small machines using scrap metal and parts from old machines we had laying around the shop that we weren't using. Some of the machines he created are truly amazing.

Here are some photos of just some of the improvements we made this winter.

As I said, these are just a small sampling of the improvements we were able to accomplish this winter in the frame shop. Our frame building method will be more efficient, but more importantly, we'll be able to build an even better quality bike than before.

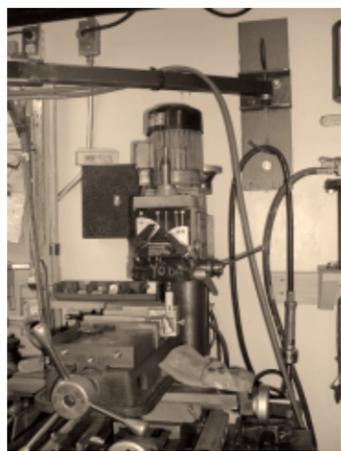
We want to invite you in to tour our new digs. Feel free to come in anytime during the week and we'll give you a free tour!

I can't wait for this season to start....oh wait a minute...it never ended...what year is this anyway?



Head tube facing machines:  
We have 2 of these. Each set for a specific head tube size. Before, we had to set up a lathe for this purpose. This not only required setup time, but also required waiting if someone else was using the lathe.

Set up time has been eliminated, as well as wait time. Face time is about 5 seconds.



Yoda: This is my favorite improvement. Dennis used a motor from an old Austrian mill and made Yoda for cutting brides for chain stays and seat stays.

Before Yoda, it could take up to 30 minutes to cut the bridges for one bicycle. Now, it takes about 5 minutes.

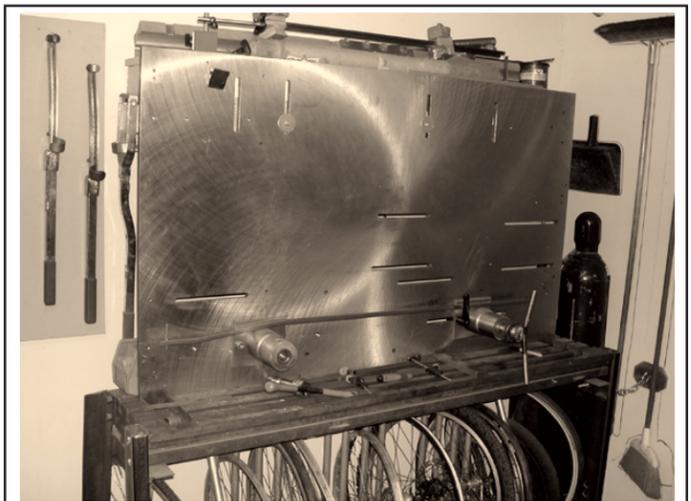


R-not: R-not is a small mill/lathe combo that got cut to pieces and down sized to fit. It is always set up to drill big holes. This eliminates the need to kick somebody off of Pa Pa Bear just to drill holes. We have 2 more small drill presses set up for drilling as well, so there is very little, if any, waiting for a machine if one needs to drill.



R2: I think this may be Dennis' favorite. R2 was made from scratch using a motor and lots of scrap metal. R2 is for slotting seat stays and chain stays.

Before R2: It took 20 minutes to set up and slot the stays for one bike at a time. Now, it takes about 2 minutes to do the same thing.



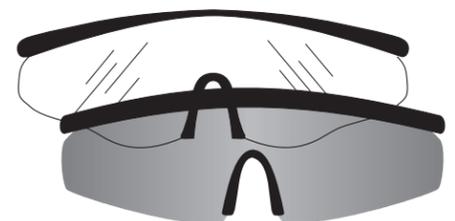
Laser alignment table (no cool name yet): Dennis made this table so one builder could be aligning a finished bicycle while another builder was using the other table for welding. Waiting time is reduced to 0 minutes from (up to 1 hour). This table, built specifically for alignment, ensures better alignment than the other table as we use lasers to check alignment now. As far as we know, it's the only one of it's kind.

## CHEAPER PEEPERS!

Hey! That big yellow ball is back in the sky. You know what that means? You're going to grab those sunglasses that have been rolling around on the floor of your car for 3 months and try to use them for cycling, right? Not if we have anything to say about it! Use this coupon to get 2 pairs of our basic sunglasses for the price of one. You can mix and match the colors if you want. Reg. \$20

**Sale- buy one to wear  
and get one to spare!**

*Limited to stock on hand. No cash value. Expires April 1, 2006*



## "THEY" CALL THE WIND MARIAH!

But, who are they, and what do they know. Maybe they meant "Pariah".. Wouldn't that make more sense? Well, either way, you won't really care when you pick up a Craft wind proof undergarment at R+E Cycles for 15% off the regular price. Reg. \$55-\$65

**SAVE 15%**

*Limited to stock on hand. No cash value. Expires April 1, 2006*



# YOU CAN'T TAKE IT WITH YOU.....

.....well maybe you don't want to.  
An evening with Terri Gooch

**Mark your calendar for Wednesday, March 8 at 6:00pm**

Terri Gooch is two time RAAM champion. That means that twice in her life she's ridden across the entire United States faster than anyone else. Now, Terri likes to tour. Not the heavy duty, loaded touring that Willie Weir does, but 'Light and Fast' touring.

Over the last couple of years, a lot of our customers (myself included) have enjoyed, or wanted to enjoy, bicycle trips that aren't epic adventures, but short fun trips that don't require a lot of gear to be taken with you on the bike. A lot of you have asked "what do I need to take with me for a weekend trip like this?" Well, you asked, and we've responded.

Hey, bike touring doesn't have to be fully loaded, month-long adventures. With the advent of ever lighter bikes and lighter gear you can go far with very little and you don't need a month off to ride it - you can do it over a weekend. Just grab your credit card, stuff your ten essentials in a bag, strap it to your bike and GO. We call it LIGHT+FAST TOURING, and it is a world of fun. Let Terri Gooch show you how.

**We invite you to spend an evening with Terri here at R+E Cycles.**

Terri has distilled the art of LIGHT+FAST down to its bare essentials. Less is more. Less stuff to haul means more freedom to ride. Less planning means more spontaneous adventure. Less self-sufficiency means more interaction with your surroundings, mostly in the form of food and drink, and of course places to rest your weary bones. Check out Terri's most recent adventure as she and two of her friends go for three days of wine tasting, eating, hot tubbing and occasionally riding in California's Santa Ynez valley, north of Santa Barbara.

**Wednesday, March 8th at 6:00pm  
limited to 30 people  
Please RSVP to sales@rodcycle.com  
or call us at 206.527.4822**

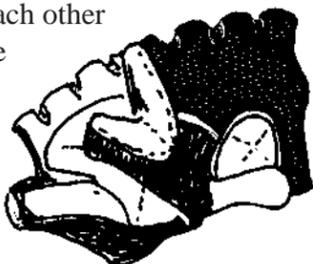
**The coffee bar will be open and refreshments will be served.**

## High Fives all Around!

You and a buddy will be high fivin' each other when you score on this deal! Buy one set of Rodriguez cycling gloves at regular price (\$25) and get a second pair at 1/2 price.

Limit, one coupon per customer.

**SAVE \$12.50**



*Limited to stock on hand. No cash value. Expires April 1, 2006*

## Bet my money on a Bobtail nag....

...and I won! You'll feel like you won when you install one of these super slick Detours Bobtail bags on your seat post. The Bobtail is great for day touring, and releases from your bike with just the push of a button.

Reg. \$40.00

**Sale \$32.00**

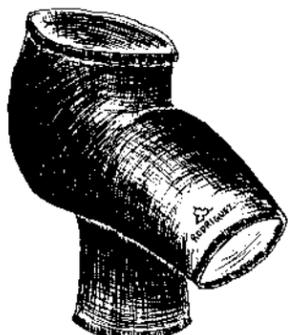
*Limited to stock on hand. No cash value. Expires April 1, 2006*



## DON'T TAKE IT IN THE SHORTS!

Take a new pair of shorts! Any Rodriguez bike shorts in stock are 50% OFF. Reg \$45

**Sale \$22  
(over 50% off)**



*Limited to stock on hand. No cash value. Expires April 1, 2006*

# The Bikes That 'Steel' The Show!

*"When I ordered the bike I stated that I wanted a bike that had both performance and comfort. You guys delivered!..... My sincere thanks for building one of the best bikes on the planet!"*

Mike M.- after riding 230 miles on his Rodriguez S3

This is the type of thing that customers are saying about their new S3 road bikes from Rodriguez.

Ever notice how other manufacturers compare their light weight frames to the ride and feel of a classic steel frame? That's because steel is more comfortable to ride on the road. The goal is to make a frame as light as possible that someone can still ride comfortably for long distances. Carbon fiber and aluminum have a well deserved reputation for feeling 'dead' on the road. Back when steel frames weighed 5 pounds or more people were willing to put up with a 'dead' feeling bike in order to have a frame weight of 3 to 3 1/2 pounds.

I myself even gave in to the pressure and rode a 3.1 pound aluminum frame for about 2 years back in the early 90's. I called it my '50 miler' because after 50 miles my hands (and other stuff) had gone numb. Then I would have to get off and recover before continuing. Oh how I longed for the comfort of my old Reynolds 531 Peugeot. I tried many tricks to make it more comfortable. I put in a carbon seat post, a different fork, and I even double wrapped the handlebars, but it became clear to me that my 'aging frame' needed a different kind of bicycle frame.

In the mean time Reynolds and True Temper were pioneering some incredible new steels that enabled bike builders to build 3.5 pound frames out of steel. I had one made for myself in 1994 and what a treat! I could ride STP again and still feel refreshed enough to be the one who drove back from Portland (while everyone else slept and recovered in the back of the van). My hands didn't go numb. My riding speed was faster because of comfort, and my time off the bike recovering was all but eliminated. I didn't even care that my new frame was 6 ounces heavier than my '50 miler'.

Now for the HUGE news! For 2006, we're offering a hand-built bike that is LIGHTER than titanium, aluminum or even most carbon fiber bikes. It is offered in any of our 15 sizes as well as custom geometry. Our S3 bike rides like steel because it IS steel. We've built several of these now, and the lightest to date is just under 16 pounds as a complete bike (2.2 pounds as a frame). The bike comes complete with Campagnolo Chorus drive train as well as many other trick parts. Words don't do this bike justice, so I'll quit trying to write something catchy here. You're just going to have to come in and FEEL what everyone is talking about.

### THE 2006 RODRIGUEZ S3 Price \$4,599

Frame	Rodriguez S3 Steel
Fork	Alpha Q
Derailleurs	Chorus Carbon
Shift/Brake Levers	Chorus Carbon
Brakes	Chorus
Cranks	FSA Compact Carbon
Bars	FSA K-Force Carbon
Hubs	Formula Racing 10-speed
Seat	Fizik Vitesse



# Size Matters!

If a bike doesn't fit right, it's not going to be ridden. A bike not ridden is a very sad bike. Our efforts here at Rodriguez Bicycles to prevent the creation of very sad bikes has been nonstop since the 1970's. This year, we've come up with our best solution ever!

Along with the development of the NEXT fit™ software system (see page 1) came the realization that if we could fit 90 to 95% of our customers if we built our Rodriguez bicycles in 15 sizes instead of just 10. With the improvements in our frame shop, we no longer have to batch similar size and types of bicycle together when we manufacture them (see page 5). This enables us to build 15 production sizes as easily as we could build 6 sizes (like most manufacturers). (See how it all goes together?)

For 2006 we will be offering 15 production sizes in addition to our custom offerings. The improvements don't end there though. Our new manufacturing method smooths out things in our paint shop as well. This allows us to offer more choices in paint and decals at no extra charge. Any production bike can be painted one of 4 paint jobs, with your choice of 3 different decal styles (of course custom paint is still an option as always).

### Nothin' but good!

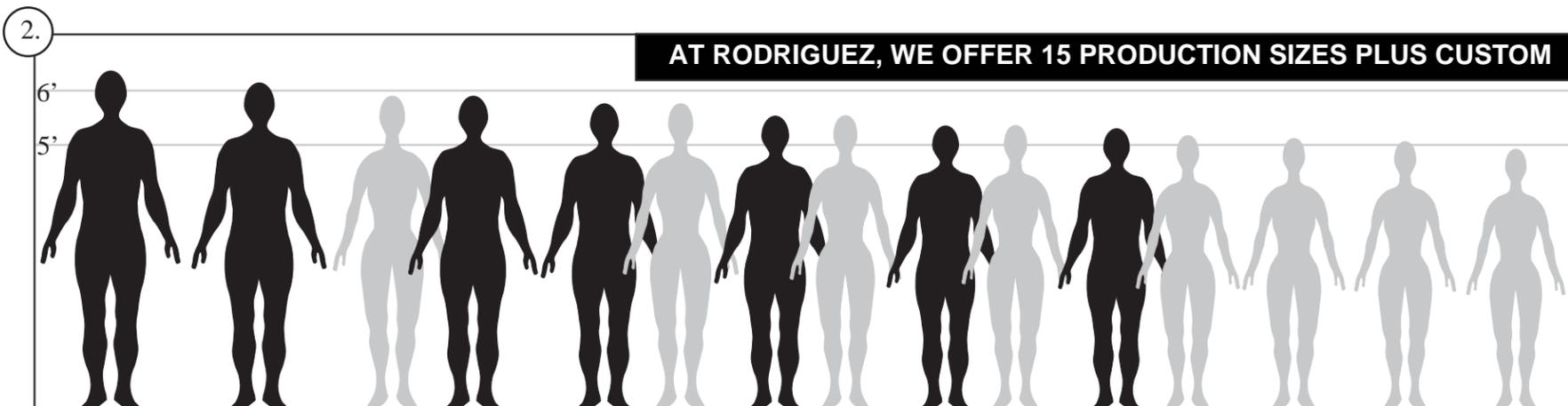
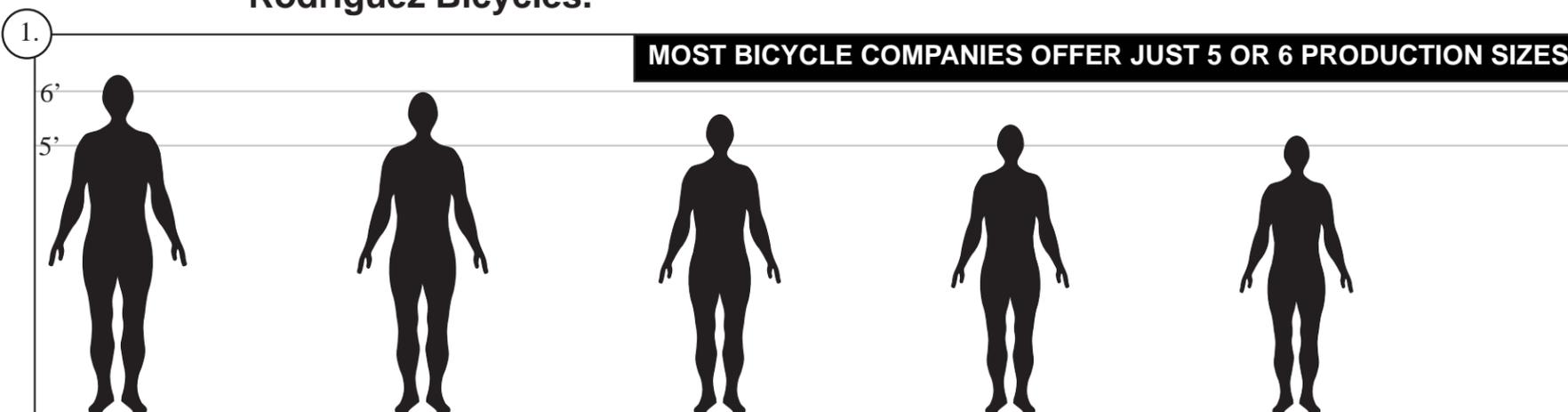
If that's not enough, we've got one more improvement for you. We analyzed the cost of trying to stock 3 different types of tubing for 3 different types of production bikes, and found out that we could build all of the bikes out of the lighter, OX Platinum tubing, for the same cost! Wow, that's a lot of improvements for one model year!

How about that? 15 sizes, 4 colors, 3 different decal options, and lighter weight, stronger tubing for every production bike we make and no upgrade charges? Add to this the NEXT fit™ system of fitting, and you've got the best lineup we've ever offered!

**Illustration 1 shows the size spread of most bicycle manufacturers.**

**Illustration 2 shows the size spread of the 2006 Rodriguez lineup**

**Sizing is serious business at Rodriguez Bicycles.**



## A PATCH IN TIME SAVES NINE...

...miles of walking home.  
Park tool mini super patch kit w/  
pre-glued patches

Reg \$3

**Sale \$2.19**



Limited to stock on hand. No cash value. Expires April 1, 2006

## SLICKEST DEAL AROUND!

We'll give you 2 things for free. If you buy any set of Profile aero bars that we have in stock (\$100 TO \$150), we'll install them for free, and give you a stick of Body glide for free.



**FREE IS A VERY GOOD PRICE!**

Limited to stock on hand. No cash value. Expires April 1, 2006

## BAR NONE!

Or rather, On Bar! The Detours Metro handle bar bag is the best way to carry your goods, Bar None! Okay, enough with the word play. It comes off your bike with the push of a button, has a carrying strap, a map holder, and the best waterproof opening system you'll ever see.



Reg. \$50

**Sale \$35**

Limited to stock on hand. No cash value. Expires April 1, 2006

## SHIRTLESS IN SEATTLE?

Not for long. We've got a couple sharp lookin' Campagnolo polo shirts in stock and we're putting them on sale.

Reg \$50

**Sale \$45 (10% off) only 3 left**

*Campagnolo*

Limited to stock on hand. No cash value. Expires April 1, 2006

What do you know....you've made it to the last page. Hope you've enjoyed this newsletter, and that cup of coffee too. We tried to get together our catalog before Seattle Bike Expo, but we're not going to make it. I decided that we would be better off to finish all of the improvements in our frame shop and software instead (sorry Alan). Here's a quick synopsis of the 2006 Rodriguez line up. Catalog will be on the way as well as our website updates. Now that I have finished this newsletter, I'll get to work on them. We're looking forward to another 'Best Season Ever', and hope you are too! See you on the road!

### Rodriguez Road Mirage \$2099

Also available with Shimano and steel fork at \$1899  
Great for sport riding and light commuting duty. Upgraded True Temper OX Platinum frame with Profile carbon fork. The durability and comfort of Campagnolo Mirage parts and hand built wheels.



Four standard paint jobs (or custom for an upgraded charge)  
Three different decal choices (or custom design \$150 upgrade)  
Comes in 15 sizes to fit men and women (or custom size \$200 upgrade)

### Rodriguez Road Veloce \$2699

Take it up a notch with long rides where you want to perform. Same frame and paint options as the Road Mirage, but with an upgraded Campagnolo Veloce group and go fast wheel set.



Four standard paint jobs (or custom for an upgraded charge)  
Three different decal choices (or custom design \$150 upgrade)  
Comes in 15 sizes to fit men and women (or custom size \$200 upgrade)

### Rodriguez S3 Chorus \$4599

When light weight and speed are what you seek in a comfortable bike. True Temper S3 frame with Alpha Q all carbon fork. Great riding Campagnolo Chorus shifting and braking with FSA carbon parts for the best combination of great performance and every day durability. Same paint and decal choices.

Four standard paint jobs (or custom for an upgraded charge)  
Three different decal choices (or custom design \$150 upgrade)  
Comes in 15 sizes to fit men and women (or custom size \$200 upgrade)

### Rodriguez Adventure Touring \$2099

Great touring and commuting machine. Upgraded True Temper OX Platinum frame and tandem fork. The durability and comfort of Campagnolo Mirage parts and heavy duty hand built wheels to soak up the abuse of heavy loads and rough roads.

Four standard paint jobs (or custom for an upgraded charge)  
Three different decal choices (or custom design \$150 upgrade)

Comes in 15 sizes to fit men and women (or custom size \$200 upgrade)



### Rodriguez Willie Weir UTB Travel \$2699

This bike was designed to conquer the world. Upgraded True Temper OX Platinum frame and tandem fork plus S+S couplings that allow it to fit in a airline legal case (26" X 26" X 10").

Four standard paint jobs (or custom for an upgraded charge)  
Three different decal choices (or custom design \$150 upgrade)  
Comes in 15 sizes to fit men and women (or custom size \$200 upgrade)

## The Trillium



A good customer had the suggestion that we offer a very special bike this year (so now he's gotta buy one right?).

The trillium is the first flower of spring, and it's been our logo for as long as we've been here. For 2006, we've come up with a very special bike named after the Trillium. We've modeled this bike after several custom bikes that we made last year for customers who wanted us to create the

bike of a lifetime. We have the first Trillium in the store right now, and we'd love to have you visit. The Trillium is offered in both Single and Tandem configurations.

### The Trillium

The ultimate dream bike, your imagination is the only limit. Built with True Temper S3 tubes and Alpha Q all carbon fork. The ultimate quality of Campagnolo Record components combined with the best that FSA has to offer. All frames custom built to your fit and painted however you want. A stainless steel trillium head badge is silver brazed right onto the head tube.

## 2006 Rodriguez Tandems



### Rodriguez Test Pilot Tandem starts at \$3499 (complete bike)

The Test Pilot tandem comes standard with a Campagnolo drive train this year. Phil Wood rear hub and Shimano sealed bearing bottom brackets. It also comes in a 3 coupling travel version starting at just \$3999

Four standard paint jobs (or custom for an upgraded charge)  
Three different decal choices (or custom design \$150 upgrade)  
Comes in 3 sizes to fit men and women (or custom size \$350 upgrade)

### Rodriguez Toucan Tandem starts at \$3699 (complete bike)

The Toucan tandem uses our oval top tube and keel tube for extra lateral rigidity. It also comes in a 6 coupling travel version starting at just \$4999

Four standard paint jobs (or custom for an upgraded charge)  
Three different decal choices (or custom design \$150 upgrade)  
Comes in 3 sizes to fit men and women (or custom size \$350 upgrade)

Check out our website for current specifications on all of the 2006 Rodriguez Bikes  
[www.rodcycle.com](http://www.rodcycle.com)

## A Hand Up!

Usually, when you buy a pair of Campagnolo gloves, it will cost you \$40. Well, with this coupon all you have to do is buy the right glove for just \$35, and we'll give you the left glove for FREE. Wow! What a deal.

Reg \$40  
Sale \$35



Limited to stock on hand. No cash value. Expires April 1, 2006

## Tooby Dooby Doo

Tubes:  
3 for \$11

Reg. \$5 each



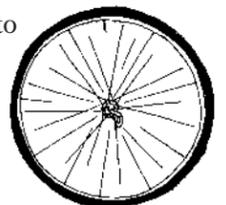
Limited to stock on hand. No cash value. Expires April 1, 2006

## KNOW WHEN TO HOLD 'EM KNOW WHEN TO FOLD 'EM!

We've got a small supply of Kenda 650c folding tires. They are great if you have 650 wheels and you want to carry a spare tire in your pack for a trip. Reg. \$30

Sale \$10

Hurry, limited supply!  
It's a great 'deal'



Limited to stock on hand. No cash value. Expires April 1, 2006

## RACK UP YOUR TROUBLES!

Buy any rack we have in stock (from \$25), and get any rack trunk bag at 20% off its regular price.

Reg \$50

SAVE 20%



Limited to stock on hand. No cash value. Expires April 1, 2006