

Hard work spotlights
the character of people:
some turn up their
sleeves, some turn up
their noses, and some
don't turn up at all.

-Sam Ewing



April 2004



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

THE NEWSLETTER OF CYCLING VALUES!

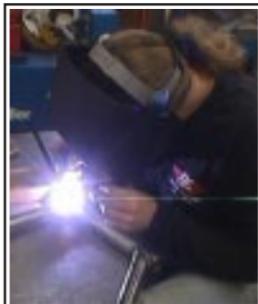
AAAHHHH...THE FEEL OF STEEL

Richard Schwinn once said "If all bicycles were made from aluminum, titanium, and carbon fiber, then someone invented steel, it would be hailed as a 'miracle material'".



He couldn't have been more correct. Steel is light weight, less expensive, easier to repair if need be, much more versatile than the space age materials, and rides better on the road. Ever notice how other bike companies all compare the ride of their bike to a 'high-end steel' frame? This is because of the superior riding characteristics of the classic steel frames.

Rodriguez bicycles are made from True Temper steel that is made in the U.S.A. Each tube set is selected for the ride and performance characteristics that we want from each bike. We are proud to be a part of the Seattle Bicycling community. Every frame is made right here in Washington by Washingtonians, and comes with a lifetime guarantee. We invite you to stop by the shop, and meet the folks here at R+E Cycles who design, build, and paint Rodriguez Bicycles.



So, what are you waiting for? Come in today and talk with us about a locally made, high quality steel frame.

On the web at rodcycle.com

BUILT FOR COMFORT

The bicycle season is starting back up and people are looking for bikes. If you, or a friend of yours is looking for a new bike, there is some important information to consider.

They other day, I was working with a customer who asked me "how much is a bike with Ultegra?" You see, the bike industry is often driven by ads in magazines advertising the newest and latest innovations in components. The customer, wisely seeking the best value, will then seek out these new innovations in the least expensive way possible. Unfortunately, many people who sell bicycles are also motivated by these same factors, and will immediately take a bicycle customer to a rack of bicycles and start talking about how they have a bike with "XX" components for just "XX" price, and that's less than anyone else in town can offer "XX" components for. etc.....

Important note: Components have nothing to do with how comfortable you will be on your new bike.

Well, at R+E Cycles, we do things a little differently (actually, a lot differently). **Getting the best value means getting a bike that you will be comfortable riding.** Think about it: the heart of a bicycle is the frame. Have you ever ridden a bike that wasn't comfortable? A bike that made your back or shoulders hurt (or worse)?



Weather you're 7' tall or 4' 10", we can fit a bike to you.

Maybe you felt like the handlebars were too far away, or the frame was so stiff that you felt every bump in the road. Either way, what you were feeling was the fit and the frame, and no component choice can ever change that. So, *it's very important that you start with the right frame*, and a good fit performed by someone who knows how to fit a bicycle properly.

Standing over the top tube and lifting the bike up to see if you have any clearance between your crotch and the frame is not a thorough fitting process.

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Imagine this: you go to a clothing store to buy an outfit. You want a pair of pants, a shirt, a pair of gloves, shoes and a hat. The sales person just holds the pants up to your leg to see if the inseam is close, then grabs a shirt, hat, shoes and gloves off the rack and puts them all in a bag for you. You would be wondering "what about the waist, and how did she know my glove, shoe and hat size from just holding up the pants?" The answer is, she didn't. The same is true for a bicycle, but every day I do a fit on someone who's uncomfortable on their bike who purchased a bicycle that was fit to them in this way.

At R+E Cycles, fitting is our specialty. No bike leaves here without being properly fit to its owner. If you are shopping for a new bicycle somewhere, and your sales person spends less than 15 minutes fitting you before recommending a bike for you to test ride, or starts talking about components instead of fitting and the comfort, give us a try before you buy. You'll be glad you did.

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HOURS

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

We're going to pump you up!

Zefal HPX frame fit pumps sell for \$35, and have for several years. Well, we're selling what we have left in stock for **just \$10** a pump! That's **over 70% OFF!** What a deal! Hurry, supply is limited.



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

The Perfect Couple!

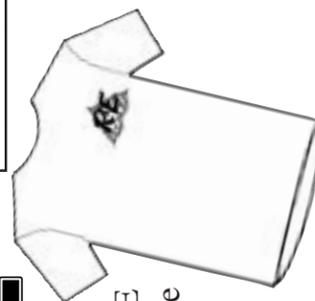
Last year, you all clamored for a jersey that came in matching men's and women's sizes. This year we brought in some very nice Voler jerseys in blue and red designs, and we have both colors in men's and women's sizes. Perfect for tandem teams or couples who like to ride together. Use this coupon to save 10% on any pair of these jerseys.



Reg. \$50 a piece **save 10%**

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PRSR STD
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PAID
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Permit No 315



T-TIME

The first 20 people to present this coupon can get a FREE R+E Cycles T-shirt with any purchase of \$50 or more!

Free is a very good price!

Limited to the first 20 coupons. One coupon per customer. This is not an in store coupon. The coupon must contain mailing label to be valid. reg. \$15
No cash value, coupon is limited to stock on hand, expires April 30, 2004

FREE SHIPPING FOR ORDERS OVER \$15 • 206-527-4822 • <http://www.rodcycle.com>

Stacia's Tri Tips

Spring is around the corner and before you know it triathlon season will be here! Make sure you are ready with some great new products we will be carrying.

Wetsuits - R+E is excited to offer the revolutionary "T1" two-piece wetsuit by De Soto. At R+E we have always specialized in custom bike fit. Now we also carry a wetsuit with superior fit, as close to custom as you can get. Why two pieces? Separating the top from the bottom provides the best fit and provides superior comfort. Imagine if all your clothes were one piece (like a traditional wetsuit)! It would be difficult to find the perfect fit. Wetsuits are no different and it is amazing no one realized this before DeSoto! If you have long legs and a short upper body you can "mix and match" sizes as necessary. The DeSoto T1 also has a low collar, which cuts down on neck chafing and adds comfort. You'll really notice the difference when you get in the water as the two-piece design allows for more freedom of movement and less constriction on your shoulders, which leads to less fatigue. New for 2004 you have the choice of a small zipper on the pullover. Most athletes don't need this, but those with limited shoulder flexibility or concern about getting out of the wetsuit now you can wear a De Soto as well. Pullovers come in short or long sleeve depending on the water temperature and distance of your races. Come on in and check them out!

Bike - How do you know if your fitness is improving on the bike? Why not try the most direct and quantifiable method to check fitness gains over

time ^ a power meter. Those of you who competed in the Indoor Triathlon on February 7th saw your power output displayed on the CompuTrainer screen. Power (measured in watts) is the most useful measurement of cycling fitness as it reflects the actual energy generated at the rear wheel (like horsepower for a car). How can you check power output while out on the road? The Power Tap system (a rear hub and/or wheel and a cyclocomputer) measures power through a power sensor in the rear hub. Just like any other bicycle computer it transfers this information to a handlebar mounted display unit. In addition to current, average, and max power output the unit also gives you typical cyclocomputer information including current, average and max speed, trip and total distance, current and average cadence, current and average heart rate, and calorie expenditure. The Power Tap is a power meter, heart rate monitor, and cyclocomputer all in one unit. As your power output goes up for your favorite course or hill climb ^ so does your fitness and your speed!



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

Run - Want to gain some free time, in your triathlons this year? Don't tie your shoes! Instead add some comfortable and "fast to adjust" elastic laces by Yankz! You will enjoy your quick transition and will want them for all your workout shoes. Available in a wide range of colors.

<http://www.rodcycle.com>

Breaking Wind!

Use this coupon to **save 30%** on any wind breaker vest that we have in stock. These are great for morning commutes, or on any ride that starts when the weather is just a little cool.

Reg. \$25 - \$40



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Save some Green on the Green!

I've got one set of Green Ortlieb Front Roller panniers in stock. These are the popular, waterproof panniers that everyone is using, but they have discontinued the green color. If you like green, or if you like saving money, you'll want to be the first in to pick these up for **just \$70. Reg. \$120**



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Chart your Heart

Polar Heart rate monitors are the most popular brand for high performance athletes. We have one Polar T61 model in stock. With it, you can chart your workouts by downloading the information from your workout right into your PC. It **usually sells for \$270**, but with this coupon you can buy it for **just \$188**.

That means you'll **save \$82**, and that's great for your heart! One only!

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Our wet suits are HALF OFF!

Wearing rubber is very in fashion this year, at least in the triathlon circles. Now you can look great for 1/2 price! Use this coupon to **save 50%** on any Ironman brand wetsuit that we have in stock.

**Reg. price \$210 (short sleeve)
\$320 (long sleeve)**

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Indoor Triathlon Results

Congratulations and thanks to everyone who participated in this years indoor triathlon.

Name	Sex	Row (m)	Row (mi)	Bike (mi)	Bike (mph)	Bike (w)	Run (mi)	Run (min/mi)	Total (mi)
Jack Striker	M	2519	1.56	3.20	19.20	234	1.34	7:28	6.10
Mark Sprague	M	2565	1.59	3.03	18.18	194	1.40	7:08	6.02
Chris Reeve	M	2556	1.59	3.03	18.18	238	1.23	8:08	5.85
Dan Towle	M	2454	1.52	3.00	18.00	195	1.17	8:32	5.69
Mark Stendahl	M	2492	1.55	2.93	17.58	206	1.16	8:37	5.64
Scott Rock	M	2314	1.44	3.03	18.18	205	1.16	8:37	5.63
Cason Swindle	M	2344	1.45	2.98	17.88	201	1.08	9:15	5.51
* Brian McInnes	M	2695	1.67	3.89	23.34	289	1.54	6:29	7.10
Jill Langley	F	2293	1.42	2.66	15.96	169	1.06	9:26	5.14
Tammi Bridges	F	1815	1.13	2.65	15.9	130	1.05	9:31	4.83
Judy Rawlings	F	2034	1.26	2.17	13.02	114	0.89	11:15	4.32
Cam Dobrick	F	1785	1.11	1.85	11.1	65	0.72	13:52	3.68
* Stacia McInnes	F	2228	1.38	3.37	20.22	204	1.46	6:51	6.21

* Exhibition only

ARE YOU A RACK TRUNK RIDER?

I am, and I have been for years. The rack trunk is a bag that sits on top of your rear rack, and is designed to have just enough space for a change of clothes, and maybe a sack lunch. They are also designed to be removed from the rack fairly easily so that when you get to your destination, you can lock up the bike, and take the bag in with you to change. This would seem to be the perfect thing for the bicycle commuter.

Well, it almost is. The problem is that with most of these rack trunk bags, you have just enough room to put your change of clothes, but not your shoes. Or, if you can get everything in it, you have to compress it very tight to close it, and your lunch gets smashed. Or, your shoes have dirt on the soles, and now so do your work clothes. The only option for the commuter has been to have a rack trunk and a set of panniers...kind of a clunky (and expensive) solution. Not to



New Product Feature!

mention the fact that when you get to work on a cold day, you have to struggle with the 5 velcro straps holding the bag onto the rack with your cold hands.

Well, no more! The Topeak rack trunks solve all of these problems. At first glance, the MTX trunk bag looks like a regular rack trunk, but it is far from it. Being a rack trunk enthusiast myself, I immediately ordered a bunch of these when I saw how they worked during a recent trip to one of our suppliers. The first thing that I noticed was the way the bag worked in unison with the Topeak rear rack to mount by just sliding it on and 'clicking' it into position....no more need for those clumsy velcro straps that get old and soggy in our wet, winter weather. This by itself was pretty cool, but then when I unzipped one of the side pockets, it revealed a small pannier that rolled right out! I immediately thought of my clothes, lunch and shoes in completely separate compartments! Well, the bags are a huge hit at R+E Cycles, and we've had a hard time keeping them in stock.

The bags are made in 2 sizes, and come with or without the side panniers. The cost of the bags are similar to the old fashioned, high quality trunk bags (\$50-\$70) and the Topeak rack (required for the quick release feature) wells for \$33. Topeak has been a leader in new innovation in the cycling industry for several years now, and I think this is one of their best ideas yet!

Get Rolfed at R+E

We found one pair of brand new Rolf Vector Comp wheels hanging in the back that we didn't know we had. They are brand new, black, 700c and very good looking. The regular price is \$500. That first lucky customer to come in to get them will save \$250!



That's right, a brand new pair of Rolf Vector Comps for just \$250!

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Down the Tubes!

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



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Easy Rack

This Inline rear rack mounts easily to your seat post. It's so easy to install that anyone can do it. It's the perfect rack if you just want to carry a few things on your bike, but you don't want to leave the rack on all the

time. **Reg. \$30 With Coupon**

Just \$12

Hurry, supply is limited!

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



KILLER NEW ITEM!!

The Topeak MTX Trunk rack is the Killer new item of the season! Use this coupon to save \$10 when you purchase any model of the Topeak rack trunks and a Topeak rack at the same time.



SAVE \$10!

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BIKES FOR WOMEN... A RODRIGUEZ ORIGINAL

A few years ago, Time magazine ran a cover article titled 'Men and Women are born different'. "No kidding," I thought, "why can't the bicycle industry figure that out?" Women have always been expected to adapt to bikes that are designed for men. This means that the handle bars are too wide (men usually have broader shoulders), the reach to the bars is too long (men have their height in their torsos, while most women have their height in their legs), and the bars are too low (men generally have longer arms). The way that the men's bikes were manufactured made these bikes difficult, if not impossible, to adjust to fit women comfortably. We tried talking with all of our bicycle vendors to try and address the issue, to no avail. So, in 1996, we took on the monumental

task of designing a line of bicycles specifically for women. As a custom bike builder, we have a database of over 40,000 people that we have measured for bicycles over the decades. We used only the women's measurements and the design we came up with was radically different than a men's bike.



The resulting effort was the Rodriguez Stellar line of bicycles. The Stellar is much different than other bicycles on

the market.

- We were building custom bicycles for decades before we developed the Stellar line. Designing and building bicycle frames around our customers needs is what we do. We bring this experience to the design of our Stellar bicycles.

- We are currently the only dealer for the Stellar, as well as the manufacturer, painter and assembler. This uniquely enables us to interact directly with you to ensure that every aspect of your new Stellar is just what you want....right down to the color.

- While imitation is a form a flattery, innovation is the true strength of the Rodriguez Stellar. Others are trying, but so far, they've just managed to build smaller men's bikes: the top tubes are still too long, the bars are still too wide, and we're still having difficulty fitting them to women. Rest assured the Stellar, and the folks at R+E Cycles, are still the best choice if you want the most comfortable, lightest weight, best performing women's bike on the planet! **FROM \$999**

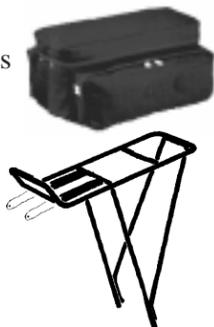


Rack it up and stuff it in the trunk!

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

Reg. price \$70

Special \$44.99



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

All Slicked Up!

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

That's a \$20 value!



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Here comes the sun.....

and there it goes again! Is it up? Is it down? It's hard to tell around here, so you need to be prepared for either. Now you can get 2 for one at R+E Cycles. Use this coupon to get a pair of dark sunglasses, and a pair of yellow or clear sunglasses for

Just \$19.99



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Fits like a glove!

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



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Anybody Need a Wipe?



Get the bicycle toilet paper holder by Park Tool Company. Every bicycle nut should have one, and with this coupon, you'll save some bucks!!

Reg. \$29.99

Sale \$13.88

Hurry, one only

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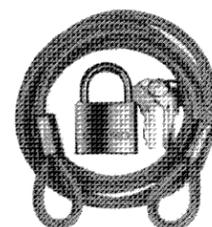
Locked and Loaded!

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

\$5.88

Reg. \$10

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RODRIGUEZ



Bikes That Fly... Literally!!

Once in a while we come up with a new Idea that we think will be a success. The W2 Adventure is one that I had no doubt about, but WOW! We introduced the bike at Seattle Bike Expo, and have been cranking them out daily! This bike flies in more than one way. It packs into a suitcase and flies on an airliner, but it also flies out of our store as fast as we can build them. Apparently, it's an idea who's time has come. For more information and FAQs on the bike, visit the W2 web page at

<http://www.rodcycle.com/W2specs.html>

Now you can own
a Rodriguez W² Adventure for the
low price of just **\$2,299!**

Below is a list of just a few of the exciting things that you'll only find on this new bike:

1.) Tires: Willie doesn't ride skinny tires. This bike is set up to use whatever tire you might need to tackle the roughest roads (or non-roads). You can install from 1" to 1.75" wide semi knobbies if needed.

2.) Standover Clearance: You never know when you'll have to stop short! Willie likes to have a lot of stand over clearance so that... well you know why.

3.) Comfort: Ultimate travelling calls for Ultimate comfort! The sloping top tube provides a higher, more comfortable handlebar position. The bike is offered with drop or flat bars.

4.) Luggage Room: The W² Adventure comes equipped with front and rear rack braze-ons so you can carry a motherload of equipment, as well as 3 water bottle braze-ons.

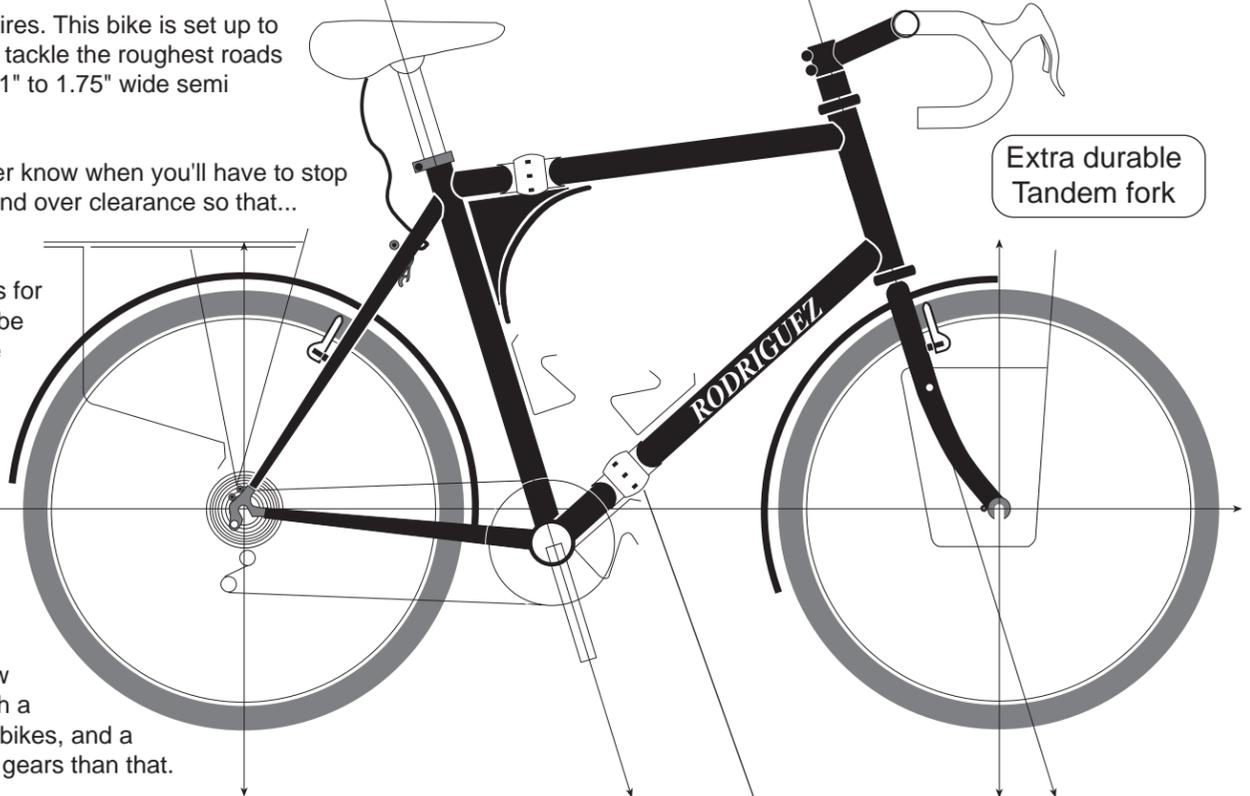
5.) Gearing: Willie likes low, low, low gears. The W² Adventure comes with a lower gear range than other touring bikes, and a crankset that will even accept lower gears than that.



Sizes to fit riders
from 4' 11" to 6' 3"

Lot's of clearance
for fenders!

Extra durable
Tandem fork

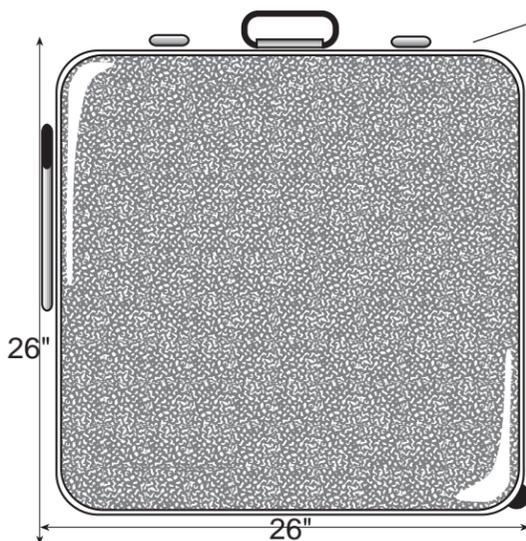


6.) Portability: The W² Adventure is equipped with **S&S couplings**. This means it can easily be packed into a 26" by 26" suitcase (sold separately)

7.) Durability: This bike is built from True Temper Butted Cro-moly. The components are selected for their durability and simplicity in design. All of the bearings are cartridge sealed and maintenance free.

Lot's more cool stuff:

- The W² comes with a shoulder pad carrying device. You can sling the bike up on your shoulder and carry it across a stream without killing your shoulder.
- The W² comes with our exclusive Rodriguez bottle opener (brazed on the seat stay). It is stainless steel, and always accessible so you won't have to dig through your panniers for your Swiss army knife just to open your drink.
- The Outrigger cable braze-on is another Rodriguez exclusive that you'll find on the W² Adventure. This little guy holds the cable stop away from the frame just a little bit. This allows us to use a cable splitter for the rear brake and it won't rub the paint off the frame.
- Ultimate travellers have a very strong attachment to their seat. The W² includes a seat leash so that your seat maintains its attachment to your bike!



U-LOCK IT or U-LOSE IT!



Use this coupon to get an Bell high security U-lock for just

\$8.99!

Regular price \$20
SAVE BIG!!!

Hurry, Supply is limited

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

PUT YOUR HEART INTO IT!

We only have one Cateye Model HB-100 left. This is more than just a bike computer, it's a heart rate monitor too. The regular price is \$120.

Use this coupon to get it for 1/2 Price!!



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Tandem Tech Talk

Many people ask us : "Why do your tandems use cantilever brakes instead of V-brakes?"

The short answer:

Cantilevers work better because they were designed for use on road and tandem bikes. V-brakes (and disc brakes for that matter) were designed for mountain bikes, and then adapted for use on road and tandem bikes.

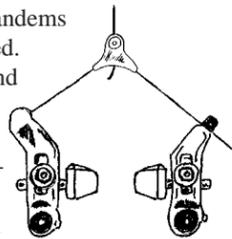
The longer answer: (It's the same answer, but if you're like me, you'll want more info to convince you that what you read in the catalogs and magazines isn't true.)

Since the (short-lived) days of the U-brake I have always said "the problem with cantilevers is that they are lighter, easier to adjust, less expensive, and work better than the other types of brakes."

Most tandem manufacturers use V-brakes, and will tell you that they are better. What they don't know (because they don't have a service shop that deals directly with the public) is that every year, we change out several 'other' brand tandems to cantilevers.

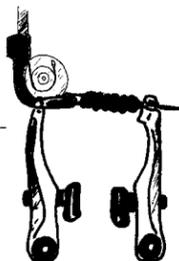
The truth is, it would sure be a lot easier (and less expensive for us) in the retail department to use V-brakes and just avoid this question all together...just pretend that V-brakes are the best. But, because we are a full service shop, our customers will be relying on us to make them work well. We know from experience that educating you is much less expensive then replacing, at no charge, 48 pairs of brakes for unhappy customers (1997 V-brake fiasco). So, here it goes, the method to our madness:

Cantilever brakes were used on touring bikes and tandems for decades before mountain bikes were even invented. The cantilever evolved into an extremely powerful and reliable braking system. Loaded touring bikes and tandems put more severe weight loads on the brakes than did bikes with just one person on them. Cantilever brakes provided the power and durability that it took to stop a 400 pound tandem team on a 45 pound tandem, barreling down a 7 mile descent at an 8% grade at over 60mph.



There was another advantage to them though. They would accommodate wide tires. When the mountain bike was invented, cantilever brakes were used in order to accommodate the balloon width tires. For years, all went well (except for a short love affair with something called the U-brake in the late 1980's). But then, in the mid-1990's, bike manufactures developed a new brake system for the mountain bike. What they came up with was the V-brake.

V-brakes were specifically designed for off-road use on a mountain bike. The needs of loaded touring bikes or tandems were not taken into account by mountain bike designers. Thus, the resulting design wasn't even compatible with a standard road bike brake lever. Adapters, or special levers had to be used by manufacturers who put them onto road bikes or tandems. None the less, the road bike and tandem industries embraced the new standard, using the following logic: 'if the V-brake is powerful enough to stop a mountain bike, of course it will be great on a tandem or a touring bike'.



One question they forgot to ask themselves was "what does a 400 pound tandem team, or 250 pound loaded touring bike, barreling down a pavement highway at speeds of over 60mph have in common with a 179 pound guy going 20mph down a dirt road?" The answer is "very little, if anything." Well, after we had a summer full of really bad experiences with the new V-brakes (including on my own tandem), we went back to the old fashioned

cantilever. This wasn't easy, and we ended up having to import them ourselves. This is the reason that most manufacturers don't offer them, it's hard to bring them into the country yourself, but we think it's worth it to have our bikes perform better than other touring bikes and tandems. Now, don't get me wrong, if you want V-brakes, they use the same braze-on as cantilevers and we'll put them on at no extra charge. We've had a few customers choose V-brakes over cantilevers (they loved the brakes on their mountain bike), but they both had us change their bike to cantilevers before a year was up.

The **disadvantages** when using V-brakes on touring bikes and tandems are many, the first of which is probably the most important.

Pad wear: On a mountain bike, you don't put on lots of miles. I mean, you don't ride 50 miles + in a day very often. On a touring bike or a tandem, these distances are common. In an off-road situation the weight of the rider and his bike might be 175 pounds or so, whereas a loaded touring bike and its rider will be more like 250 pounds (and well over 400 pounds on a loaded tandem). In an off-road situation a high speed might be 25 miles per hour, and the terrain is loose dirt or mud. If you pull the brakes, the tire skids, and your brake pad isn't getting worn much, versus 40 to 60mph on a pavement surface...no skidding and much faster pad wear.

A V-brake pad is very thin. As a matter of fact, they only have 2mm or so of brake pad to wear off before the pad is worn out. Then you're running metal on metal. In contrast, even the thinnest of cantilever brake pads have 5mm of wear (some almost twice that much). I was only getting 250 to 300 miles on my V-brake pads when I had them on my tandem, but I can get thousands of miles on a set of cantilever pads.

Convenience: The mountain bike V-brake requires an adapter to make it compatible with a road bike brake lever. In our Service shop we see hundreds of bikes per year with centering problems when people have to use these adapters. On my own tandem, I had to center the brakes a couple times a day when I was using them a lot.

The V-brake has long arms that extend higher than the rack bosses on most bikes. This makes it very difficult to install a rear rack (something that every touring bike should have).

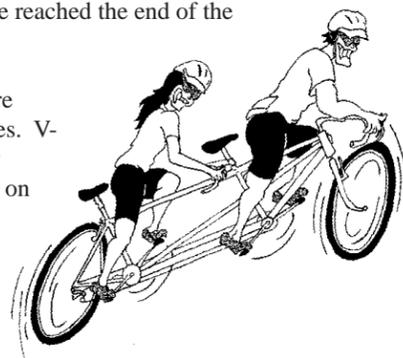
The Road V-brake: Some manufacturers have come up with what they call the 'road' V-brake. This is a V-brake with shorter arms, and addresses the 'adapter' and the 'rack mounting' problem. Unfortunately, it creates another problem. The arms are so short, that you can't put fenders on most of the bikes that use them. The pads still wear out just as fast, and the other problems of V-brakes still exist (read on).

Annoyance: Nothing is more annoying than brakes that squeal louder than a jet engine. Since V-brakes weren't designed to be used at the speeds and weight loads of tandems and loaded touring bikes, they tend to squeal (really loud) when being used in this fashion. They don't always have this problem, but more so than cantilevers. When a bike has this problem, it is very hard to correct.

V-brake Positives: Most road and tandem bikes with V-brakes can be easily fitted with cantilevers. As a matter of fact, we do several a year right here in the repair shop for customers who have reached the end of the rope with their state-of-the-art V-brakes.

Cantilevers work better because they were designed for use on road and tandem bikes. V-brakes and disc brakes were designed for mountain bikes, and then adapted for use on road and tandem bikes.

Not convinced? Don't worry about it, we'll put on anything you want, as long as you understand 'there is a method to our madness.'

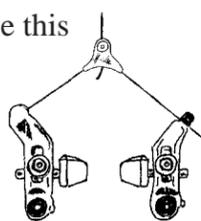


Stop that Tandem!

If you have V-brakes on your tandem, and you would like to upgrade to cantilevers, you're in luck! Use this coupon to save \$30. We'll upgrade your tandem to cantilever brakes with Eagle Claw red compound pads for

JUST \$120

parts and labor (reg. \$150)



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

BACK BY POPULAR DEMAND!

The 'Tandem Riders Are NUTS' T-shirt that we did several years ago has been requested by tandem riders ever since. I got tired of my brother wearing around his, even though it was full of holes and faded, so I brought them back this year. Use this coupon to get a **pair** of them **for just \$24.99**

Reg. \$15 each (sizes med. and large only)



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



Ride a tandem? Join the fun!

19th Annual Northwest Tandem Rally Pedalin' Round Puget Sound May 28-31, 2004 in Lacey, WA

The volunteers of the Evergreen Tandem Club (ETC) are very excited to bring you the 19th Annual Northwest Tandem Rally. We think you'll be excited too as you read about all the great things we have planned for you. Be sure to visit our website for more detailed information at www.nwtr.org/2004.

Our venue is St. Martin's College in Lacey, Washington. We have some great family-friendly routes planned with mass starts both days. In the evenings you won't want to miss our fully sponsored Ice Cream Social, Saturday and the Sunday night banquet featuring Eric Miller of the Rush Miller Foundation who will talk about his transition from couch potato to competing in the Iron Man and riding across country with Lance Armstrong.

St. Martin's College is conveniently located in the southwest Puget Sound region, one hour south of Seattle and two hours north of Portland just off of I-5. The campus is an ideal location for the rally. You can choose dorms and tent or RV camping on campus or from a selection of hotels only a half mile away.

Please note that St. Martin's is an entirely non-smoking facility.

Routes Overview

We think you'll enjoy the rides we have laid out for you at this year's rally. Friday there is an unsupported route that takes you to the state capitol, Capitol Lake and its interpretive area, a mere 14 miles round trip from St. Martin's.

Saturday you'll have your choice of routes from 30 to 80 miles long. The highlight of this trip will be Wolf Haven, a wolf sanctuary outside of Tenino. Total elevation gain for the 58 mile loop is 950 feet. It's 1650 if you add on the 20 mile optional loop.

Sunday's ride takes us to the west toward Mima Mounds. (That's MY-mah.) These hilly formations will stump and astonish you. Total elevation gain for the long route is 1250 feet and of course the others will be less.

Monday you can get in a quick 26 mile ride up to Puget Sound and Boston Harbor. This is a scenic route and much hillier than the weekend routes. It's unsupported, but you won't have trouble finding services.

Another option for Monday is to get up early and visit the Nisqually National Wildlife Refuge. It's only 7 freeway miles from St. Martin's. This is one of the last natural wetlands in the Puget Sound. Walk the trails (bikes not allowed). See horned owls, herons, and who knows what else. It's really worth the trip.

NWTR 2004 Registration

Register online at nwtr.org
& get 2 FREE NWTR pins!

Tandem Team:	\$77.50
Late fee after 5/1:	\$97.50
Single Bike:	\$42.50
Single Bike Late fee after 5/1:	\$52.50

All team registration include 2 pairs of Rally Socks (1 pair for singles). Be sure to indicate sizes on the registration form. If you register online you'll also receive 2 enameled NWTR 2004 pins (1 for singles).

Special Thanks to all our Sponsors

ATOC Bike Topper	Louis Garneau
Bumble Bar	Paceline Products
Burley	Polar USA
Cascade Designs	Pygmy Pack
Clif Bars	R&E
Clif Shots	REI
Co-Motion	Stretch Island
Group Health	Tandem Talk
Headsweats	& many others...

NWTR 2004 Schedule of Activities

Friday, May 28

Short ride into town
(map provided, no support)
3 PM: Registration opens in St. Martin's Worthington Conference Center
8 PM: Registration closes for evening

Saturday, May 29

7:00 AM: Registration in Worthington,
9:30 AM: Mass start from St. Martin's
7-9 PM: Ice cream social & Expo in
Worthington Conference Center
THANKS TO: Red Hook, Thomas
Kemper, Starbucks, Wineglass
Cellars, Dreyer's Ice Cream &
Tofutti

Sunday, May 30

9:30 AM: Mass start from St. Martin's
5:30 PM: Social Hour & Expo in Worthington Conference Center
6:30 PM: Banquet in Pavilion

Monday, May 31

Self-guided route map provided

Questions?

General: nwtr2004@nwtr.org
Volunteer: volunteer@nwtr.org
Voice-mail: 206.781.3858
Web: www.nwtr.org/2004

Proceeds benefit Bicycle Alliance of Washington & Rush Miller Foundation



Supporting Your Local Tandem Club

Here in Seattle, we are lucky to have such a strong tandem club. Strong enough to bring the Northwest Tandem Rally to our area for the first time in a decade. This year, to help support the Evergreen Tandem Club, R+E Cycles will pay your 1-year membership fee when you purchase a tandem from us.

THE MATRIX

Before you buy a new bike, take a look at this

Maybe not quite as exciting as Hollywood's Matrix, but ours is still worth a good look. Before we order any bikes at R+E Cycles we make a ride/price matrix to see where the bike will fit in our line-up. We put a lot of thought into sorting out the options, ride quality, and fit of all of the different bikes out there, and then select (or build) what we need to make your purchasing decision easy.

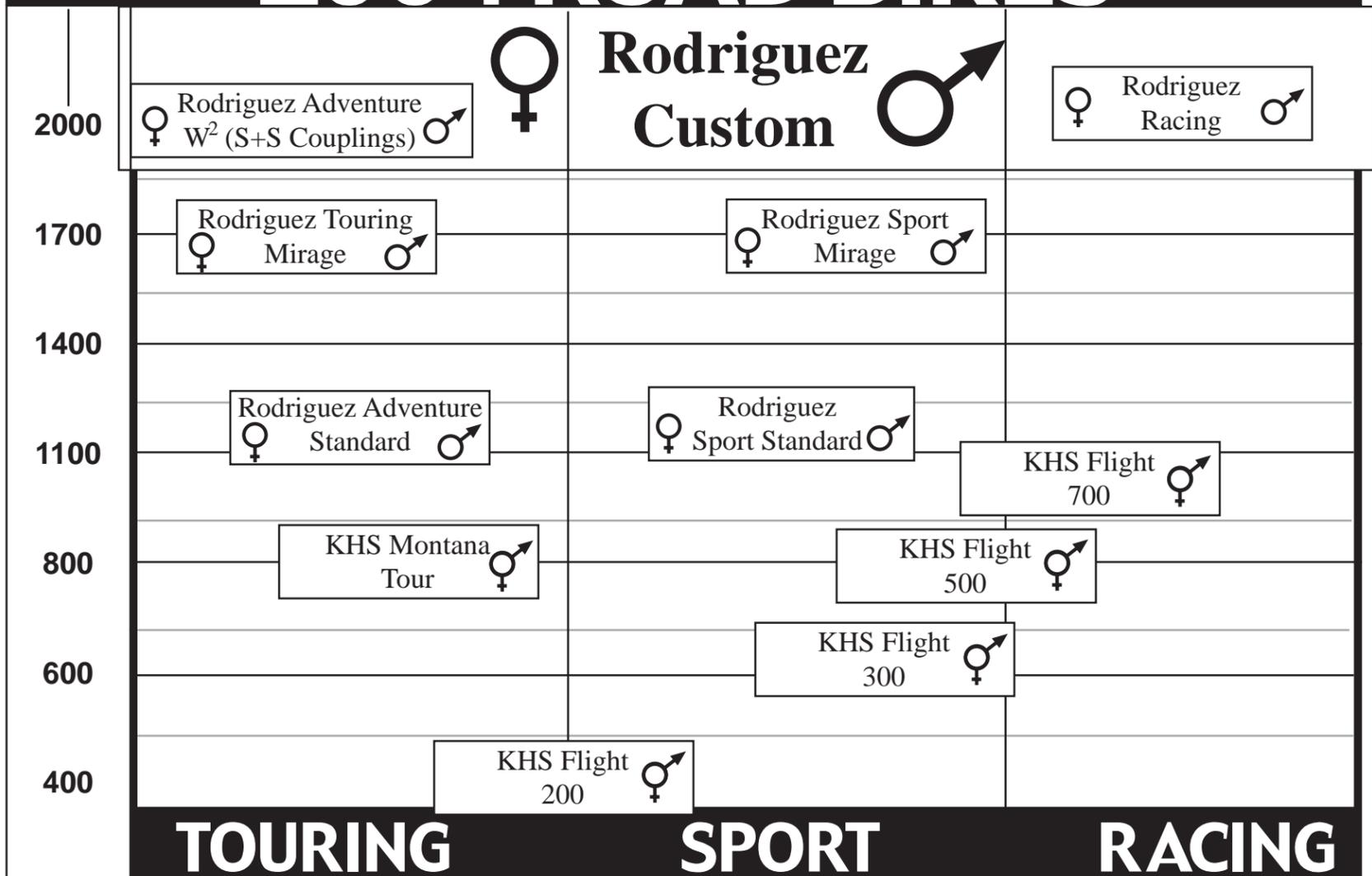
The matrix is very simple. The vertical component is the price; the horizontal is the type of ride. The type of ride is a continuum from touring to sport to racing. There is a matrix

for Men's and Women's road bikes, and a separate matrix for tandems

The horizontal range from touring to racing goes the full spectrum. Bikes designed for touring with lots of fender clearance, and room for big fat tires will be all the way on the left. Here you'll see such bikes as the Rodriguez Adventure, or the KHS Montana Tour. A full bore racing machine will be on the right; here you'll find the Rodriguez Arrow Race, and the upper racing level of the KHS bikes.

We draw a line right down the middle and call this the sport line. Neither full touring or racing, these bikes can be used for all around cycling needs. Sport bikes are very popular for events like the STP or Chilly Hilly. We've spent some time this year trying to make sure that we had good offerings in each price and type levels.

2004 ROAD BIKES



Better than you can believe!

It's a bike computer, it's a heart rate monitor, it's from Sports Instruments, it's new in the box,

and it's only \$25!

Reg. \$100

Hurry! One only!



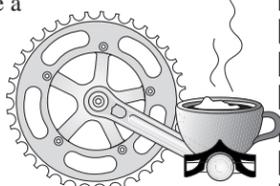
No cash value, coupon is limited to stock on hand, expires April 30, 2004

Latte Lock!

For years we have sold the Latte Lock, in fact, we coined the phrase. What it means is a small, lightweight lock that is good enough to lock up your bike while you run if for a Latte. Well, now that we have a Latte Bar right in our store, this coupon can take on a new twist. When you buy a Latte Lock at R+E Cycles, you can use this coupon to receive a free Latte in our coffee bar (Pedal-a-Latte)!

\$2.50 value!

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



OUR PAIN IS YOUR GAIN!

It was painful this year when the Burley Jackets never arrived. They had problems with their fabric manufacturer. Well, now they're here, just in time for summer. Use this coupon to save 10% on a jacket that is never on sale!



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

Hey...Nice Brass!

A poem:

People will be hootin' and hollerin' over your nice brass bell! It's small and subtle, but it's loud as #\$\$%^&!

We've got 'em, and you can get 'em for

Just \$8.99

Reg. \$9.99

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

