

We are what we repeatedly do. Excellence, therefore, is not an act but a habit.

- Aristotle



5627 Universtiy Way NE • Seattle • 206.527.4822 • www.rodcycle.com

The Newsletter of cycling values!! May 2009

Sunnier Days Ahead!

The long awaited end of winter has arrived, and the sun is back! We've got a lot in store for you here at R+E Cycles this season, so let's get it started.

New Models and services:

This season is full of new models for us, and improvements on the old ones. We're offering an \$800 frame and fork this year that we call the Shiftless (see page 7), and a new Randonneur model at just \$1,599 for the entire bike (see page 2)! We're also building titanium frames again (see page 3), as well as performing repairs on ti frames.

This season, we're keeping the frame and paint shops running for repairs as well as new bikes. So, if you have old steed that you want fixed up....maybe some new braze-ons or S&S couplings installed....now's the time to make it happen.

New publicity:

Biq-Squeeze™ review

Finally, someone in the press took notice of our new brakes. This winter we were approached by Velovision magazine out of England to do a review on our Trillium Big-Squeeze™ cantilever brakes. The review is out in this month's issue, and you can read it in the 'press articles' section of www.rodcycle.com.

Material World:

The Bicycle Paper asked me to write a series of articles for the next several issues of The Bicycle Paper. The articles are about my experiences with the various bicycle frame building materials (aluminum, carbon fiber, titanium, and steel) and will run over the season. If you're not a subscriber, maker sure to pick up an issue here at the store. it was a very fun series to write, and I hope you'll enjoy it as much as I enjoyed writing it.

R+E Cycles welcomes you to the 2009 Cycling Season!

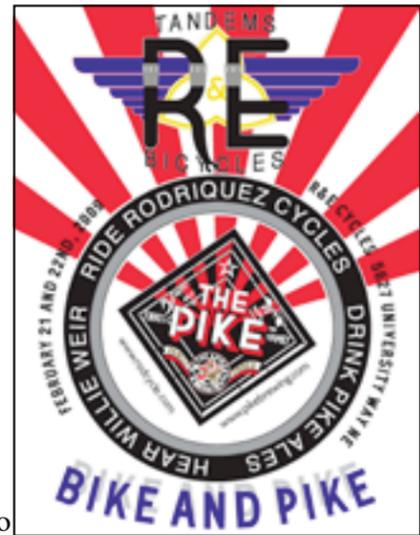
And the winner is..... Seattle!!

Thanks to all who attended, the Bike and Pike Expo of 2009 was a great success. Attendees were introduced to some of Seattle's finest companies that produce their products right here in Seattle. The raffle raised enough money to provide over 8,000 meals through Western Washington's Food lifeline organization.

The Bike and Pike Expo's focus was to raise awarness that there are some excellent small companies proudly producing some world class products right here in our city, and also to raise some money for our area's

needy. Of course, being a bicycle company we like to keep at least some of the focus on bicycles, but for the most part, we just love our customers and they run some of the best Seattle companies around.

Enough of this chatter already, grab a pint of Kiltlifter, or a cup of Caffe Vita joe (depending on the time of day that you're reading this), and sit back and enjoy our first newsletter of 2009 cycling season.



This time for sure! Way on back in the last century, we developed and set up a complete online store. Suffice it to say, we were several years too early, and it really didn't do too much. Nowadays, with PayPal, people are more trusting, so we're setting up the store once again. We are starting with our specific items like the kidback (page 2), the Big-Squeeze™ brakes, and other small parts that only we make. Just visit our website and if you see the PayPal 'buy it now' button, that's an item that you can order right online. We're adding to it rapidly, and soon we will have the entire store online. www.rodbikes.com/store



On the Rack

Here's your chance! While they last, use this coupon to save \$15 and get a Sunlite trunk rack with an Inline rear rack for just \$59.99 at R+E Cycles. Hurry, supply is limited. Reg. \$75



SAVE 20%

No cash value. Limited to stock on hand. Offer expires June 6, 2009

It's a great time to Re-tire!

Maybe not the way you'd hoped, but now you can keep that old bike on the road for another year of commuting to work on a brand new pair of Serfas puncture resistant tires! Use this coupon to save 25% when you buy any pair of Serfas tires in stock. Reg. from \$25 per tire



SAVE 25%

No cash value. Limited to stock on hand. Offer expires June 6, 2009

Top This!



It's been a long time since we made an R+E Cycles jersey. You've all been asking for one, so this winter Pike Place Brewery helped us out with a great new design for a jersey to promote the Bike and Pike Expo. They're in stock, and available on-

line at www.rodcycle.com in our store. Better hurry though, it might be 5 more years before we do another one!

Just \$79.99

This item is also available on-line at www.rodbikes.com/store

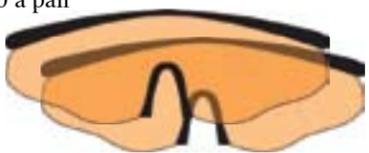


No cash value. Limited to stock on hand. Offer expires June 6, 2009

Are you a Loser?

If you're like me, you spent a good part of those first few sunny days looking for your sunglasses. Being a loser of sunglasses is nothing to be ashamed of, and it's the reason that we carry the totally sweet yet reasonably priced sport sunglasses here at R+E Cycles. We're even going to make it easy by selling you a 2 for 1 special. Reg. \$20 a pair

With Coupon
2 pair for \$20



No cash value. Limited to stock on hand. Offer expires June 6, 2009

Chain Gang

Clean your chain with Park's CG2 complete chain cleaning system.

Reg. \$40
With Coupon
Just 35.88



No cash value. Limited to stock on hand. Offer expires June 6, 2009

Light lite

This summer you may not need a heavy duty lighting system, but a 'lite' one is always a great idea. Use this coupon to get a great deal on Planet Bike's front/rear combo kit at R+E Cycles. Reg. \$30

With Coupon
Just \$23.99



No cash value. Limited to stock on hand. Offer expires June 6, 2009

Take the Rains

Why give up just because of a little rain. Wearing a rain jacket from R+E Cycles will make your ride tolerable and even fun in the rain. It just so happens that we have them on closeout right now too....
Reg. \$165 ~ 220

With Coupon
SAVE 25%



No cash value. Limited to stock on hand. Offer expires June 6, 2009

Hollywood Hype

Actually, nothing to hype here, just a good old fashioned Hollywood rear rack for your car. Accelerate your bike to 65mph for just \$63.99

Reg. \$70
With Coupon
JUST \$63.99



No cash value. Limited to stock on hand. Offer expires June 6, 2009

The Last Coupon

That's right, this is the last coupon. I'm out of clever ideas, but nothing clever really needs to be said about a truly great chain lubricant like Triflow. Just use this coupon to get a bottle for just \$3.99. Reg. \$5

Just \$3.99 with coupon



No cash value. Limited to stock on hand. Offer expires June 6, 2009

The Rodriguez Navigator

How about an American made, high quality hand-built bicycle for well under \$2,000?

It's been several years since there was a sub-\$2,000 U.S. made bicycle on the market, but here at R+E Cycles, we've done it for you in 2009.



The \$1,599 Navigator is a Randonneur/Sport bike with clearance for fenders and wide tires, as well as a rear rack mount just like our top-selling Rainier. The frame is hand-built for you right here in Seattle and features butted True Temper tubing which provides a classic light weight 'steel feel' and at the same affordable pricing as the 'big guys' bikes made overseas.

We've set the bike up with a component group that is a mixture of Shimano/Tektro and other mid-level components (marry the frame, date the parts we say). Handbuilt wheels with a 3-year warranty are another unique feature that you'll get on the Navigator.



The Navigator even comes with our exclusive, stainless steel bottle opener brazed right onto the frame.

The Navigator is a comfortable, versatile bike that is perfect for commuting, day touring, or a weekend ride with your buddies.

Only \$1,599



The Kidback is Back!

Way back in the late 1970's we used to make something we called the Rodriguez Kidback. It consisted of a kit that allowed you to put a set of cranks up on the seat tube of a tandem to allow for a small child to ride in the stoker position. Burley started mass producing the same type of item, and we just ordered from them through the 1990's until they went away last year. We're pleased to announce that the Rodriguez Kidback is back in action at R+E Cycles, and it's better than ever! Like I said, if we need something, we can always make it. If you have, or know someone who has a tandem and would like to ride with kids on the back, just send them our way and we'll get them set up.

Just \$299 or \$395 installed



This item is available on-line at www.rod bikes.com/store



Hmm....I'm feeling like ti tonight

2009 Rodriguez Ti frames

\$2,299

Custom ti frame (no fork)

\$2,699

Custom ti frame with Alpha Q or WoundUp carbon fork

\$3,199

Custom ti frame super light with Alpha Q or WoundUp carbon fork

\$6,899

Custom ti tandem frame w/o fork

Travel Options

For an additional price (based on frame model) we can build any of the ti frames with titanium S&S couplers for travel as well.



Don't let a good thing Go to waste!

Have you got a good old frame that just needs a little work? How about an idea for a new thingy that you'd like to have made, but don't have the tools to do it yourself? Need to have some custom braze-on work done? How about a sweet new paint job for the 'not-so-sweet' old commuter bike?



We've got great news for you. Our machine shop, frame shop, and paint shop are all in full swing for custom work or repair and upgrade jobs this season.

Need to have some custom doo-hickeys made? How about some S&S couplings installed in your old bike so you can take it with you on that trip to France?



Whatever it is, we can make it, fix it, paint it, or at least try to. We're even making some custom fishing lures right now in the machine shop.

If we can't fix it, it can't be fixed.

So, no more hesitating, bring your project by or email me at sales@rodcycle.com for an estimate today.



Get out of Town!

So you'd like to buy a travel bike, but you just don't have the funds right now? Why not turn that old steel bike in the garage into a travel bike and save a couple thousand dollars? Use this coupon to have us install S&S couplings in that old steed. Here's how it works. Haul that old steel bike into R+E Cycles repair shop and we'll remove all the parts, install S&S couplings, repaint the bike a solid color, re-assemble the bike, cut all of your S&S protection padding to size, and even give you a lesson one how to pack and un-pack the bike. All of this for just \$1,150. Reg. \$1,400

Call us at 206.527.0360 to schedule ahead.

**SAVE
\$250**



No cash value. Limited to stock on hand. Offer expires June 6,2009

Keys Stink Now

I used to love locks with cylinder keys, but now they've had to go to some silly key that doesn't work well at all. Thanks Youtube guy. I guess the combination lock is back! Whoo Hoo. Get an Onguard Doberman combo lock at R+E Cycles for just \$21.99

Reg. \$25

With Coupon just \$21.99

No cash value. Limited to stock on hand. Offer expires June 6,2009



Buy Buy TL-1000

The Serfas TL-1000 is a superbright, totally cool tail light except for one thing. They've been discontinued because of their vast superiority over any other tail light. No problem, we'll sell them at 1/2 price to our customers. Reg. \$30

**With Coupon just \$15
Until they're gone**

No cash value. Limited to stock on hand. Offer expires June 6,2009



Commit to Con

Put the Kibosh on high gas prices and cancel your club membership! You can do both by just commuting to work on your bike this summer. If you live too far from work, you can commit to running your errands by bicycle this summer and get the same effect. Too much trouble? You say? Well, we're here to make it easy for you with just a few suggestions:

Redline

If you don't have a bike, then it's really hard to commute on a bike. Start the season right! So, you're committing to commuting this summer, or maybe you've got a friend who wants to make the plunge. Come on in! The water's warm at R+E Cycles. This season we've got a great deal on the Redline R750 road bike. It comes with a triple crank, a carbon fork, and is designed for easy fender installation (a huge plus in the Northwest).

Reg. \$1,000

Sale \$799



Gettin' the Groceries

Gettin' the groceries is easy with a Sunlite Grocery Getter Pannier from R+E Cycles! It hooks on the rear rack, and you just take it in the store with you. No fuss! (Unless you want some fuss, but it might cost you extra)



- 2 zippered compartments
- Mounts onto rear rack
- Cell phone bag
- Large reflective trim
- Heavy duty zippers
- Water resistant 600 denier polyester
- Alloy coated hooks with compression straps
- 14" x 13" x 7"

Retail \$39.99 (see coupon below)

Put some Junk in the Trunk

No need to break out the heavy artillery for a run to 7-11 for S'more fixin's right? Pick up a Sunlite C-Sport Top Loader Classic Rack Bag from R+E Cycles and leave the car at home.



- Single compartment trunk bag
- Mounts to top of rear rack
- Large reflective trim
- Heavy duty zippers and shoulder strap
- Water resistant 600 denier polyester
- 878 cubic inches

Retail \$44.99 (see coupon on front page)

We're not Givin' up!

No matter how hard the industry tries to push their new mounting design, Seattle commuters know that there is one best option. That option? A tail light that bolts securely to the rear rack. We've always kept an option for our commuting customers in this category, and it's not been easy. This year, we came up with a cute little unit from Cateye. It's bright, and it stays put on your rear rack just like the Mars 2.0 used to. This is a must for the commuter who hates futzing around with belt clips or seat post mounted units that disappear behind the trunk bag. Reg. \$20

With Coupon Just \$14.99



No cash value. Limited to stock on hand. Offer expires June 6, 2009

Fender for Yourself

Most full fenders just about require a qualified bicycle mechanic to install. The Speedeez fenders from Planet bike are the exception. You'll get just about full coverage out of these guys, and you can install them yourself without the use of tools....unless you consider your hands tools. If so, then you can install them without the use of man-made tools.....like wrenches, pliers and screwdrivers. I digress, they are easy to put on. Reg. \$42.99



With Coupon Just \$38.99

No cash value. Limited to stock on hand. Offer expires June 6, 2009

A Little Trippy

You've been riding in tennis shoes and toe clips because you don't want to stumble around in bicycle shoes with cleats? Most of our customers ride in cycling shoes that look and 'walk' like tennis shoes, but give you all the advantages of cycling shoes and cleats. This is the best type of shoe for commuters by far. Use this coupon to get a pair of De Feet socks (\$10 reg.) with any pair of 2009 Pearl Izumi shoes in stock (from \$89) and we'll install your cleats for free too!



Free socks and cleat installation

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Grocery Getter

You can do this, and we're going to help. Once you install the Sunlite Grocery Getter, you can save *thousands of dollars in gas money by making those quick trips to the grocery store on your bike. That's right! You'll be laughing it up while all those suckers are flushing their money down the toilet in their hot, sweaty cars. Use this coupon to get a Sunlite Grocery Getter for just \$36.99 while they last! reg. \$40



JUST \$36.99

*estimate based on a gas price of \$200 per gallon

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Commuter!

Nice Rack

If nothing else, your bike should have a decent rack on it for carrying something. If not, that Hershey bar's gonna get awfully melty in your pocket on the way home from the store. A rear rack from R+E Cycles is the foundation for commuting by bike. A reasonable rack at a reasonable price!



- Lightweight aluminum rack
- Flat shelf for better support and splash protection
- Suitable for all types of panniers
- Fits most frame and wheel sizes

Regularly Just \$29.99 (See combo coupon on page 1)

Front Load Your Inventory

If you're the type that wants to keep an eye on your stuff, then pick up a compact handlebar bag from R+E Cycles. The Axiom Adirondack handle bar bag is light weight, comes with a shoulder strap, so you can take it off the bike and carry it easily.



- Water resistant polyester
- 3M reflective trim
- Includes carrying strap

Regular Price \$29.99 (see coupon page 6)

Go Metro!

The Detours Metro Compact Handlebar Bag has long been a favorite here at R+E Cycles. The super easy release mechanism and shoulder strap make this bag perfect if you want to carry it as a purse.. It comes with a clear map holder that attaches to the top for easy navigation, and inside are lots of pockets for organization of all your credit cards, phone, etc...



- Compatible with narrow handlebars
- Easy GO attachment system
- Clear-view map holder
- Includes shoulder strap

Regular \$59.99 (see coupon on page 8)

The Big Boys

Now you can leave the Hummer at home, and pack everything but the kitchen sink into a pair of Sunlite C-Sport Traveler Panniers from R+E Cycles. When you've got a lot to carry, and you just don't want to mess around, why not grab a set of this incredibly reasonably priced panniers and get rolling?



- Individual panniers with carrying handles
- 6 zippered compartments
- Large reflective trim
- Water resistant 600 denier polyester
- Mounts on rear racks
- Alloy coated hooks with compression straps

Regular Price

Just \$69.99

That's for the pair!

use the coupon on page 6 to save \$20 on a pair of these



No More Excuses

"I can't ride today, I don't have air in my tires." C'mon, that's a pretty lame excuse when R+E Cycles has Blackburn floor pumps on sale for just \$33.99
Reg. \$40



SAVE \$6

No cash value. Limited to stock on hand. Offer expires June 6, 2009

The Fix is In

Use this coupon to save a few bucks on the Inline Multi-tool. It's got all the gadgets you'll need for fixin' your bike on the road. Reg. \$15



Sale \$7.99

No cash value. Limited to stock on hand. Offer expires June 6, 2009

Maybe you don't need a new bike..

...if your old one fit you comfortably. At R+E Cycles, we've been pioneers in the bicycle fitting world for almost 40 years now. We've developed fitting methods and systems that you won't find elsewhere. Now you can use this coupon to save 25% of our full fitting service. You'll need to set aside an hour or two, and then just give us a call at 206.527.4822 and set an appointment.

You'll feel why the NEXT-fit™ bicycle fitting system from R+E Cycles is preferred by commuters and racers alike.

Reg. price is \$200
With Coupon just \$150

SAVE 25% on NEXT-fit™ Bicycle Fitting Session



No cash value. Limited to stock on hand. Offer expires June 6, 2009

Front Loaded

Use this coupon to pick up the Axiom Adirondack handlebar bag R+E Cycles and save \$8 in the process. It comes with a carrying strap, and it's perfect for a commute or a day ride.



SALE JUST \$21.99
Hurry, supply is limited

No cash value. Limited to stock on hand. Offer expires June 6, 2009

Use Your Head!

The new Giro Transfer helmet is not only a great price, it's super easy to adjust to fit your head perfectly. Use your head, and trash that old smelly helmet and use this coupon to pick up a Giro Transfer helmet for just \$37.99 (reg. \$40)



SALE JUST \$37.99

No cash value. Limited to stock on hand. Offer expires June 6, 2009

HUGE Savings!

No messing around here. Just Huge savings on Sunlite Traveller 'Huge' panniers! Perfect for the loaded down commuter or touring cyclist. Reg. \$70



With Coupon
Just \$49.99
SAVE 40%

No cash value. Limited to stock on hand. Offer expires June 6, 2009

Love the Glove

You can always use a new pair of Rodriguez gel cycling gloves. Reg. \$25

With Coupon
JUST \$17.99
SAVE \$\$\$



No cash value. Limited to stock on hand. Offer expires June 6, 2009

Armed and Ready

Even though it's summer, it can be a bit cold in the mornings. Arm yourself for a cold morning commute with a pair of Soma or Arius Arm warmers Reg. \$35

With Coupon Just \$24.99
SAVE \$10



No cash value. Limited to stock on hand. Offer expires June 6, 2009

Computer Commuter

If you're going to commute, you might as well rack up a few bragging points. Use the BC506 to keep track of your maximum speed as well as your mileage as you ride this season. Reg. \$25

With Coupon Just \$19.99
SAVE \$5



No cash value. Limited to stock on hand. Offer expires June 6, 2009

How'd you do that? The Rodriguez Shiftless

A hand-built frame made right here in Seattle.... made especially for the individual....and just \$800? "How'd you do that?" That's the question I've been getting from customers and other shops alike. "We just did it." I tell them.



Why run with the crowd?

Seems like everyone has the same mass-produced fixie frame, why not get something unique and individual?

This item is available on-line at www.rod bikes.com/store



At Rodriguez you can design your own Shiftless frame, pick from several different upgrade options, and we'll paint it any color you want! (Choose from PPG or 'House of Kolor' colors)



Rodriguez

The Shiftless is hand-made right here in Seattle from True Temper butted steel tubing. The bike market hasn't seen a hand-built frame of this quality at this low of a price since the 1980's. We've even designed the bike for use with full fenders if needed. We thought it was time to offer something truly unique at an incredible introductory price.

Specs

Frame	True Temper Double Butted steel
Fork	Steel with cast crown
Sizes	47, 49, 51, 53, 55, 57, 59

A bike as unique as you are.

Frame w/lugged steel fork \$799
 Full Bike From \$1,499

IMPORTANT NOTICE:

Look has recalled several of the KEO pedal models. Although we have very few customers that have purchased KEO pedals from us, we realize that there may be some of you out there on our list who ride KEO pedals that you have purchased elsewhere.

If you have a set of KEO pedals, you can bring them in to R+E Cycles for inspection. It is extremely important to have this inspection as the pedal axel can break with no warning causing a catastrophic failure.





From the Repair Bench

Seattle Bike Repair
206.527.0360
repair@rodcycle.com

"How much is a Tune-up?"

This time of year, we hear that question several times a day. Shopping 'tune-ups' on the phone is common practice in the bike industry. A question arises though, when one shop has a 'tune-up' for \$75 and another shop has a 'tune-up' for \$175, yet another shop has a 'tune-up' for \$125. Are these 'tune-ups' the same service at the different shops? Absolutely not. You see, 'tune-up' is a very nonspecific term. The prices vary so much because the shops' version of a 'tune-up' varies.

Professional bike shops calculate their rates on a 'tune-up' by determining how much time they will spend working on your bicycle. Shops in our area bill out labor at \$55~65 per hour. So, a \$50 'tune-up' will include a professional mechanic working on your bike for about 45 minutes. That's about enough time to tighten the cables, wave a rag over the bike, perform a basic check of the bearing adjustments and fill out the paperwork. If your bike needs more work than that, it will cost more than \$50. A more expensive 'tune-up' will be more thorough, and less rushed. **This is truly an area of our industry where you 'get what you pay for'.**

I think the better question is: "How much of a tune-up does my bike need?" The answer to this question is very difficult to determine without seeing the bike. (If you know of a person who can accurately determine the answer to this question over the phone, I would love to hire them).

My recommendation is to take your bike to a shop that you trust, and have them look it over. In our shop, we will look over your bike, and give you a free estimate of the cost before we perform any work. If your bike needs one of our complete service packages, that's what we'll do. Otherwise, we can recommend the work that your bike needs and that's what we'll do and charge you for. See you on the road!

Serious Flat Stopper

You can buy a tire made of alligator skin and wrap it in kevlar but then your bike rides like your tires are filled with concrete. A much more effective way to stop flats is to knock the offending debris from the tire before it penetrates the tube. "But, it's really hard to watch my back tire, and it's too dangerous to reach down and knock out the glass while I'm riding" You say? That's all true, but the \$15 tire savers will do both for you.

These little guys are very lightweight, and they stay on duty all the time. They float about 1mm above your tire and knock out stickers or glass right as they stick in your tire. The debris never has a chance to work its way in to your tube.

These are only available at R+E Cycles, and only because I used to ride them back in Idaho's goat head country. We hunted down the company that makes them, and they agreed to still make them for us.

Their only \$15 a pair, and they allow you to ride any tire that you like.

Reg. \$15

**With Coupon
JUST \$12.99**



No cash value. Limited to stock on hand. Offer expires June 6, 2009

SEASONAL SERVICE

- INCLUDES:
- Initial Evaluation
 - Truing, rounding, tensioning & dishing of both wheels
 - Installing new tubes and/or tires*
 - Front and rear hub adjustments
 - Headset adjustment
 - Crank removal and bottom bracket adjustment
 - Thorough drivetrain removal and cleaning
 - Installing a new chain*
 - Installing a new cogset*
 - Installing new chain rings*
 - Installing new derailleur pullies*
 - Complete front and rear brake cleaning & adjustment
 - Complete front and rear derailleur cleaning & adjustment
 - Installing new brake cables and housings**
 - Installing new brake pads*
 - Installing new derailleur cables and housings**
 - Lubricating all brake and derailleur pivot points
 - Basic frame alignment check & recommendations
 - Front & rear dropout alignment
 - Thorough cleaning***
 - Checking & torquing all nuts & bolts

All for \$165.99

Tandems for \$239.99

*If requested, parts are additional

**If requested, complete cable & housings run \$45 for most bikes (re-tape extra if needed)

***Mud wrestling charges may apply

SEASONAL OVERHAUL

- INCLUDES:
- Initial Evaluation
 - Truing, rounding, tensioning & dishing of both wheels
 - Installing new tubes and/or tires*
 - New bearings and grease in front & rear hubs
 - New bearings and grease in headset
 - New bearings and grease in bottom bracket
 - Thorough drivetrain removal and cleaning
 - Installing a new chain*
 - Installing a new cogset*
 - Installing new chain rings*
 - Installing new derailleur pullies*
 - Complete front and rear brake cleaning & adjustment
 - Complete front and rear derailleur cleaning & adjustment
 - Installing new brake cables and housings**
 - Installing new brake pads*
 - Installing new derailleur cables and housings**
 - Lubricating all brake and derailleur pivot points
 - Basic frame alignment check & recommendations
 - Front & rear dropout alignment
 - Thorough cleaning***
 - Checking & torquing all nuts & bolts

All for \$289.99

Tandems for \$384.99

*If requested, parts are additional

**If requested, complete cable & housings run \$45 for most bikes (re-tape extra if needed)

***Mud wrestling charges may apply

Take 10% off of service prices for Rodriguez Bicycles!

The Big Squeeze

Testimonial quotes

"...the "Big Squeezes" are an absolute delight - gotta be the best brakes ever!"

- Alex

...lots of down hill and some steep ones, the brakes were super!!

"Modulation was very smooth and without any noticeable fade, NO front fork chatter and QUIET!!!"

- John

This item is available on-line
at www.rod bikes.com/store



The Big Squeeze™ is an old school cantilever brake with several new, (patent pending) improvements over any other brake available. It's also the only brake on the market specifically designed with the tandem rider in mind.

Ease of adjustment

On any brake, adjusting the toe of the brake pads is essential for proper performance. On a true old school cantilever, the toe adjustment was very difficult to fine tune. A young bike mechanic will still tremble at the thought of adjusting the dreaded cantilever brake. The Big Squeeze™ fixes this problem completely. No more dreaded 'preset notches' for toe adjustment. This makes it much easier to align the pads exactly where you want them and eliminate brake squeal.

No more Mr. squeaky!

Adjusting the approach angle of the brake arms is necessary in a cantilever to adjust for different frame designs/sizes. Usually, this adjustment has to be done using the posts on the brake pads. This often causes a lot of flex resulting in loss of braking power or that deafening squeal. On the Big

Squeeze™, the pivot at the top of the arm allows for angle adjustment. This means that the pads can be set to full depth against the mounting hardware. A much firmer feel, and less vibration is the result (no squeal).

Lots more power!

In a traditional cantilever design the brake loses power as the saddle (or yoke) raises upwards because the angle of the straddle changes. So, the more you apply the brake, the more your mechanical advantage is diminished. The Big Squeeze™ eliminates this problem by pulling from the bottom of the brake arm.

How about that? All the advantages of a cantilever with all the major drawbacks solved. If you ride a tandem or a touring bike, you can't get a lighter weight, better designed brake.... why compromise?

The Trillium Big Squeeze™ Brakes from R+E Cycles \$125 per wheel

This item is available on-line
at www.rod bikes.com/store



Feelin' the Squeeze?

That could be a good thing if you're talking about the new Trillium Big-Squeeze™ cantilever brakes from R+E Cycles. If you're pocket book's feelin' the squeeze, we've got an idea for that as well. Just bring in this coupon and your tandem, touring or mountain bike and we'll set you up with 2 pairs of Big-Squeeze™ brakes (\$250) and we'll knock \$40 off of the regular installation price of \$80.



SAVE \$40

No cash value. Limited to stock on hand. Offer expires June 6, 2009

The Metro

Use this coupon to save \$10 on a Detours Metro handle bar bag. Read all about this superior product on page 5. Reg. \$60

**With Coupon
Just \$49.99**



No cash value. Limited to stock on hand. Offer expires June 6, 2009

Northwest Tandem Rally

The 2009 NWTRally will be held in Victoria, B.C., on the weekend of July 3rd to July 5th, at the University of Victoria. As the host site for this event, this is where the rally starts, where you'll find the rally banquet and other social functions, and where exhibitors will have exciting equipment and clothing for you to browse. In addition, the University will offer convenient accommodation for most participants in the form of Bed & Breakfast in Residence and Cluster housing units providing multiple bedrooms, including hotel-style suites for families. For complete information visit:

<http://www.nwtr.org/2009/>