

Real difficulties can be overcome; it is only the imaginary ones that are unconquerable.

-- Theodore N. Vail



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

R+E CYCLES NEWS • THE NEWSLETTER OF CYCLING VALUES! MAY-JUNE 2008

Weight a Minute....



I don't read a lot of bicycle magazines, but when I do, I see advertisements for bicycles that weigh 17 and 16 pounds all the time. As you all know, we have a full service repair shop at R+E Cycles, and we repair any brand of bicycle. Quite often a bicycle model will come in for repair that I have seen advertised in a magazine as an ultra-lightweight bike. I've been lifting bikes since I could walk, and started to notice the 'heft' in some of these supposed 'ultra-light' bikes.

Last summer I lifted one that I'd just seen advertised at 17 pounds, and it just didn't feel that light. I put it on the digital scale that we use to weigh our bicycles, and low and behold, it weighed 21.3 pounds! It was a \$5,000 carbon fiber racing bike that weighed considerably more than our \$2,800 steel Sport bike. I was perplexed, but soon forgot about it.....until Seattle Bike Expo. Something happened there that just made me say "wait a minute.....".

We built and assembled an S3 steel tandem that ended up weighing 26.8 pounds with pedals and water bottle cages and put it on display at Seattle Bike Expo. In the world of tandems, any verified weight under 35 is considered light. On Saturday, the first day of the show, our bike got a lot of attention. One guy told me that another tandem manufacturer (we'll call them brand X) had a similar tandem on display that only weighed 24 pounds. Again, I was perplexed because I didn't see how that was possible, so in the back of my mind I assumed he'd just mis-understood the other salesperson.

An hour or so later, I had another customer who said he had decided to buy one of these 24 pound tandems from brand X. I questioned this customer, and he knew the model, parts, weights, etc... That was it I thought, I've got to see this 24 pound tandem! On Sunday, I stopped off at the shop and picked up our digital scale to keep in my pocket, and then headed down town for the final day of the Expo.

When the show slowed down a little bit, I ventured off to check this thing out. When I arrived at the brand X booth, I said "I heard

[continued on page 2...](#)

With a grain of Salt



When I was in high school I had a good friend named Monty. He and I used to terrorize all of southern Idaho on our bicycles. I built Monty a Motebecane out of the scrap yard for about \$12. Monty relied on me throughout our high school friendship to maintain his bicycle and give him good bicycle advice, but if there was something to be cooked, Monty was the cook.

Monty's mom worked the graveyard shift and his dad lived hundreds of miles away. He ended up doing most of the cooking for his family. He was a natural born cook. He could open up the cupboards and pull out anything and make something incredible. I remember him making excellent doughnuts out of a tube of Pilsbury biscuit dough because it had popped open when he had accidentally dropped it. Fast forward 25 years and what do you think Monty does for a living? He's a chef of course. He's been a chef ever since high school and he is a very talented one at that. Working as a chef for 25 years has made him an even better cook than he was when it was a fun hobby for him.

Me on the other hand, I'm an awful cook. My most famous recipe is cinnamon toast flambé. The first and last time I made it was back in 1986. When I first moved to Seattle, we really had no money at all, so we rarely had great food available. One morning, I was really in the mood for a hot breakfast. I decided to try and cook what ever I could find in the cupboards like Monty used to. Unfortunately, my search turned up the same crud I'd been eating cold for the last several days.....bread (the last few slices) and some margarine. The only kitchen device I had used to cook bread was a toaster, but we didn't own one, so until now I was out of luck. Determined to have a hot meal, I spread the margarine onto the last few slices of bread, and then sprinkled on some cinnamon and sugar. I then put the whole thing on a pizza pan and into the oven then turned it up to 'broil'. I was certain that I'd seen my baby sitter do this when I was little so I figured this would be a

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HOURS

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



It's all your fault!

You know how it rains every day until you buy a new rain jacket? Well, you haven't bought one yet, and that's why it keeps raining! Please help us all out and buy a rain jacket so it will stop. We'll even give you a 25% discount! All of Seattle will thank you. Stock on hand only.

Reg. \$160 (touring)~\$210 (elite)

Stop Raining Special

SAVE 25%

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 6/28/2008

If the glove fits...Buy it!

Use this coupon to get a pair of Rodriguez Gel padded cycling gloves for just \$19.99.

Reg. \$25

SAVE \$5

Offer good with coupon only. No cash value. Limited to stock on hand. Expires



Just Rewards



Rodriguez

You can't buy one, but if you ride a Rodriguez, you can have one. We made up a run of Team R+E long sleeve t-shirts and handed them out to our customers we saw at Bike Expo. We have some left, and we're giving them to you Rodriguez riders. So, all you have to do to get yours is to ride your Rodriguez bike to the shop during the Month of May and we'll give you one. The offer is limited to stock on hand, so you better hurry.

FREE STUFF

PRSR STD
US Postage
PAID
Seattle, WA
Permit No. 1578

Lighten Up!

The Pyramid light kit is perfect for summer 'just in case' commuting and day riding. Includes front and rear light and batteries.

Reg. \$30



With Coupon \$26

Offer limited to stock on hand. No cash value. Expires 6/28/2008

Flat Broke?

Then use this coupon to get everything you need to fix you flat tire for just \$19.99. Tools, and the bag to carry them in. You get a pump, patch kit, tire levers, and the seat bag Reg. \$25



SAVE \$5

Offer limited to stock on hand. No cash value. Expires 6/28/2008

Digital Disaster!

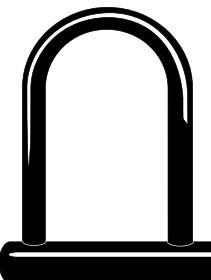
If you're tired of bike computers that you have to hire a 12 year old kid to run, then why not look at a simple to use, no frills bike computer like the Sigma BC506. It just tells you what you need to know, and doesn't dazzle you with the bells and whistles that you can't figure out how to run anyway. Reg. \$24.99



With Coupon Just \$18.88

Offer limited to stock on hand. No cash value. Expires 6/28/2008

Ballard Locks!



And so should the rest of the Northwest! The best way to protect your bike is a U-lock. Use this coupon to get a Knox U-lock for just \$18.88. At that price you can afford to get one to leave at work so you don't have to haul it back and forth! Reg. \$25

**With Coupon Just \$18.88
SAVE 25%**

Offer limited to stock on hand. No cash value. Expires 6/28/2008

Better than a GPS!



Who needs an expensive electronic gismo when you can get a traditional map holder for your handlebars just like the real bicycle tourists? Reg. \$10

With Coupon Just \$8.99

Offer limited to stock on hand. No cash value. Expires 6/28/2008

Holy Shirt!



You've got an R+E shirt but it's really old and full of holes? Use this coupon to get a brand new one. Get 'em while they're hot! Reg. \$25

With Coupon \$19.99

Offer limited to stock on hand. No cash value. Expires 6/28/2008

The Bushnell Eccentric Goes BIG!!

As you probably know, we are the makers of the Bushnell eccentric bottom bracket chain adjuster. The Bushnell has become a popular item for use in tandems and single speed bikes world-wide now.



What do you do though if you have a tandem or a single speed bike with a stock, heavy, hard to adjust eccentric in it? Last year I told you about the fact that we could install them into Co-motion tandems as well as newer Cannondale models. Dozens of you upgraded taking advantage of our \$120 competitive upgrade price. Well, this year we decided that it wasn't fair to leave out the other brands. So this winter, we set about making some shims to fit Santana tandems, as well as Fisher single speed mountain bikes. So now when you email me "Will the Bushnell eccentric fit in my Santana?" The answer is "Yes".

cannondale



SANTANA

Now you can install the patented Bushnell eccentric in just about any tandem, or single speed bike that uses an eccentric!

...weight cont. from page 1

that you guys have a 24 pound steel tandem over here that I just have to see". The salesperson, noticing my Rodriguez T-shirt, said, "Well, it's really more like 26 pounds right now" as he pointed to a very nice looking tandem. Look at that I thought, it's already gained 2 pounds and it's not even lunch time. I looked down at the cranks and noticed there were no pedals on the tandem, so I jokingly asked "Wow, there's no pedals on it? How do you ride it?" "OK so pedals add a pound, and the bike rides at 27 pounds" he answered. I reached out and tried to lift the tandem, but it was strapped down. I said to him "Man, I just have to lift a steel tandem that's this light, will you undo the straps for me?" As he grudgingly knelt down to undo the straps, I pulled the digital scale from my pocket and said "but I have to lift it....with this".

Now, the look on his face kind of told me that this tandem wasn't going to weigh in at 26 pounds, but even I was shocked at the final weight. As I lifted the bike with the scale the digits started fluttering like a digital scale will, and the Brand X sales person kind of backed away as a couple of onlookers gathered behind me. "Oooohhh" I said, "that doesn't look like 26 pounds". "What does it say?" He asked. "32.2 pounds" I answered, as the scale locked in its final weight. "You can't really build a steel tandem under 30 pounds" came the reply. (I thought this was an odd reply for someone who just told me this bike weighed 26 pounds.) "We've got a 27 pounder over in our booth with pedals and bottle cages" I told him. "It weighs 27 on that scale?!" Said both Brand X sales people as they pointed their fingers at my digital scale. "You come on by the booth, and we'll weigh it together" I said as I headed back to our booth.

Believe it or not, he did come by the booth about an hour later. I whipped out the scale, and we weighed it together like I promised we would. As the scale locked in at 26.8 pounds I jokingly said "I guess I was wrong about the 27 pounds, it only weighs 26.8". He stood and looked over the tandem for a while and said "that's amazing".

It's all fun and games when a fisherman exaggerates to his buddies the size of the fish he caught, just like nobody gets hurt when someone exaggerates to their friends how light their new bike is. Those exaggerations are called something else when advertised to the public, and this is one local company who's tired of competing with those 'exaggerations' unabated. Be careful you guys when you quote those weights, 'cause I've got my digital scale, and I'm not afraid to use it.

I like making light weight bikes, and we build some of the lightest bikes around, but I'm never going to recommend that someone sacrifice a comfortable ride, or a good fit in order to make their bike lighter weight. I would also encourage all of these companies not to sacrifice the truth to try and sell a bike, and if they do, I'll be there with my digital scale.

If you want light weight, a comfortable high-performance ride, affordable price, and the quality that comes with a hand-crafted bike made right here in Seattle, then I hope that you'll give us a chance to show you our new S3 frames. Call today to make an appointment to see one, we know you'll love it.



We Have The Best Customers in the World!

February 2008

Hi guys - Just wanted to thank you for my amazing custom bike. I just rode my longest ride ever, a 200k Dart with some friends who are Randonneurs. You can see in the photo that I am a blur, riding ahead of the pack. That tells the story, right there! It was my first ride over thirty miles (in ten years of riding) that I've completed without feeling pain. No neck pain, no back pain, no butt pain. I was equally exhausted all over! It was great. And I averaged 2 mph faster without even trying. So thanks for the great ride! I've already sent two friends your way - everyone's impressed with "blue lightning" and wish I would shut up about it already.



Marguerite R., Rainier Custom 2/2008

Many more stories and photos in our on-line scrap book at

www.rodcycle.com

Where's Willie?

Last time I heard from him, he was in Columbia.
Here's his update:



Dan (and the crew),
Greetings from Cartagena, Colombia! The route
from Bogota took us over all three sections of the
Andes in Colombia. Lots of unpaved roads ... but
Oh my God ... beautiful. We have been treated
exceptionally well here. Even got a police escort
for over 5 hours, as two policeman tailed us on a motorcycle along a 30k
stretch of road know for FARC activity.

The bikes are holding up well, as usual. We will probably put them on a bus to Venezuela, to avoid a flat, truck-filled stretch and get back to the mountains.

Hope all is well.

--Willie

Willie and his wife Kat ride Rodriguez UTB travel bikes...the Willie Weir model of course! They also have a rugged 8-ball convertible tandem. You can read more about willie at www.willieweir.com



You can check out this and many other photos
and letters from our customers in our
on-line scrap book at www.rodcycle.com



The Legend Continues...

Rodriguez



Campagnolo

The Rodriguez Rainier continues to be our top selling bike since its introduction! The Rainier is a light-weight, high performance, hand-built sport bike that will easily fit fenders, a rear rack, and even comes with our exclusive stainless steel bottle opener. This bike is truly a Northwest bike. It's designed and built right here in Seattle by people who ride here in Seattle. It comes in all of our 15 production sizes as well as custom sizing for just \$200 extra. Of course, just like all of our bikes, your color options

are limitless. The prices start at just \$2,649 for the full bike ready to ride. If you, or someone you know, are looking for a lightweight, comfortable, truly Northwest bike for riding to work, RAMROD or just day riding, call us today to set up a time to look at the Rainier. It's a MUST SEE!

Read more at www.rodcycle.com



"Yes! we'd love to help"

The other day a woman came in to our repair shop to order a 650 size tire. She was riding a Cannondale, and she told me "I'm having a hard time finding tires for this bike". We don't sell Cannondale, but we do sell a lot of bikes with 650 wheels, so someone told her to come to our store. "What about the dealer you bought the bike from?" I asked, noticing the local bike shop's sticker on her seat tube. "That's who sent me here" she replied.

This is something that I really don't understand.

Why would any shop send one of their customers to me instead of just picking up the phone and ordering the tires. Better yet, why not just order some for stock? As crazy as it sounds, this situation happens quite a few times each season. Even though many companies make 650 tires, and just about every distributor carries them, a lot of bike shops ignore this opportunity. I even have people call from out of state to order 650 tires. Now, I really don't mind having other shops send people my way to buy stuff, so I'm going to make it even easier for them (or you as the case may be) to know where to buy 650 tires.

Now, I really don't mind having other shops send people my way to buy stuff

When a shop says "We don't carry 650 tires", what I hear them saying is "I don't want to help you". At R+E Cycles, we always want to help our customers.

R+E Cycles stocks lots of brands and styles of 650 tires, and we're happy to help any customer, no matter what type of bike you ride.



Thanks for sending the customers to us

Brand/Model	Features	Size	Uses	Price
Serfas Urbana	Puncture Resistant Belt	650X28	Commuting/Sport Riding/All Purpose	\$24.99
Seca Tri	Folding, Kevlar Beaded	650X23	Triathlon/Sport Riding/Commuting	\$34.99
Schwalbe Stelvio	Folding Dual Compound	650X23	Race/Sport/Light Commuting	\$54.99
Vredestein Fortezza	Folding 175psi	650X23	High Performance Racing	\$54.99
Huthinson Fusion	Folding Dual Compound	650X23	High Performance Racing	\$59.99
Panaracer EVO2	Folding Ultima Tread	650X23	Racing/Light Commuting	\$59.99
Michelin Ironman	Folding Red Sidewall	650X23	Racing/Sport Riding/Commuting	\$59.99

Latte Lock

Yes it might be easy to cut through, but it's lightweight and usually all you need if you just want to stop for a Latte. The Kryptonite cc4 cable lock.
Reg. \$10
With Coupon Just \$8.99



Offer limited to stock on hand. No cash value. Expires 6/28/2008

650 Savings!

So, if you or a friend (or one of your customers if you're a shop) is looking for the best source for 650 tires, send them our way. We will even give them a \$6.50 per tire discount on any pair of 650 tires that have in stock. That means \$13 total! See above article for descriptions.

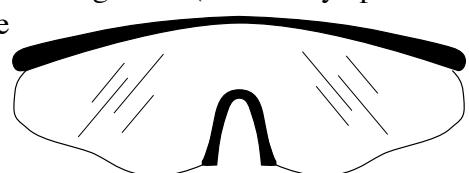
Reg. \$50 ~ \$120 for a pair

SAVE \$6.50 X 2=\$13.00

Offer limited to stock on hand. No cash value. Expires 6/28/2008

Eye in the Sky

The sun will shine eventually, but even if it doesn't you still need some good eye protection. Use this coupon to save \$5 on our California Connection sunglasses (or clear eye protection). 3 colors to choose from. Reg. \$20



**With Coupon
Just \$14.99**

Offer limited to stock on hand. No cash value. Expires 6/28/2008

Fusion Delusion

We must've been deluding ourselves when we placed the order for 700c Hutchinson Fusion tires. They're great tires, but we order a @#!\$%\$% load of them, and now you get the benefit of that. Use this coupon to get any pair of Hutchinson fusion 700c tires (sorry 650's, your coupon is to the left) for just \$80. They're great tires.....foldable, puncture resistant, and light weight. Reg. \$120 per pair



SAVE \$40

Limit - one pair per customer

Offer limited to stock on hand. No cash value. Expires 6/28/2008

The R+E Cycles Family Grows by 1

A while back (July 2006) I ran an article on Todd, one of our master frame builders. Since then, Todd and his wife Janet have been very busy. Welcome Ella, Todd and Janet's newborn daughter and the newest addition to our team. Ella even attended our annual employee dinner last Saturday. I had a chance to talk with Ella about some product recommendations. We came up with the list to the right.

They started her off right with a Campagnolo bottle, and as you can see she is very happy.

Congratulations Todd and Janet!



...grain of salt cont. from page 1

way to have a hot breakfast.

I watched the concoction through the oven window. It looked and smelled just like I remembered when Mrs. Skiver (our baby sitter) made her famous cinnamon toast. The butter bubbled and the scent of cinnamon permeated the air. I waited for the bubbling to stop, and then I opened the oven. Much to my surprise, the entire thing burst into flame! Not just any flame either, this was really fire and smoke. Fortunately I had the oven mitt on my hand already, so I grabbed the pizza pan I had used to cook this stuff on, and ran for the front door. I threw the burning concoction onto the front lawn and sprayed it with a hose. I watched as a couple of our resident dogs (there were several living in our house) sniffed it and then walked away. My buddies thought the whole sight was very funny, until they realized there was no more bread in the house.

Needless to say, I didn't go into cooking as a profession, but rather cook out of necessity. My cooking will do in a pinch, and I rarely have to use a hose to put out the fire. Dogs will often eat food that I've cooked, and once in a while I even enjoy some of my own cooking.

I continued on the path that I enjoyed (and exhibited some talent)....bicycles. When Mr. Krog (a Rodriguez bike customer) called me in 2004 and told me his doctor said he had to stop riding his bike because of a neck injury, I asked him to bring the bike in. He and I worked on a solution to his extreme problem until he was comfortable. His doctor signed off on his new fit, and Mr. Krog hasn't stopped riding since. Although I do have talent and enthusiasm for bicycle fitting, it was really my decades of experience working with hundreds of customers just like Mr. Krog that enabled me to give him the proper advice to keep him riding. These decades of experience are not only important when designing a bicycle, but also when choosing the proper components for the type of riding.

My friend Monty still rides his bike all the time. He's still a chef in Idaho, and he commutes to work on his bicycle. He's learned about his bicycle, and his needs when it comes to his bicycle. His real talent is cooking though, and his ability to cook is only amplified by decades of honing that skill as a professional.

If I want a suggestion about how to cook something, I would trust Monty's opinion above anyone else's. He's extremely talented, and has decades of experience. His opinion about bicycles though is much more limited. He has only his own experience to draw from, and has never worked in the bicycle industry. Although he rides a lot, his opinions cannot reflect the experiences of hundreds of thousands of hours working on and manufacturing bicycles.

The age of the internet has spawned an unbelievable number of enthusiastic "experts". I post opinions all the time about things that I love to do, but are not a big part of my everyday career. As a computer enthusiast for instance, I share

Ella's favorite tire lever

Ella really likes the Crank Brothers speed lever when ever she changes tires here in the shop. It's much easier to use than regular tire levers. Reg. \$10



With Coupon Just \$8.99

Offer limited to stock on hand. No cash value. Expires 6/28/2008

Ella's favorite mirror

There's bike mirrors for \$5, but this isn't one of them. Ella has great taste, and she likes things that don't break easily. The Third Eye bar end mirror meets her criteria (and mine as well). Good call Ella! Reg \$15



With Coupon \$12.99

Offer limited to stock on hand. No cash value. Expires 6/28/2008

Ella's favorite upgrade

Like I said, Ella's got good taste! Phil Wood is the only bottom bracket with a 5-year warranty. Use this coupon to save \$30 on one when you bring your bike in for a complete overhaul (\$240) in our repair shop. Phil Bottom brackets are reg. \$160



With Coupon Save \$30

Offer limited to stock on hand. No cash value. Expires 6/28/2008

Ella's favorite bottle cage

At this point, Ella isn't drinking a lot of bottles, but soon she will. When she does, she'll want one of these totally sweet carbon fiber bottle cages. These are just like the name brand ones, but have no labels at all so they even weigh a little less. Reg. \$45



With Coupon \$38.99

Offer limited to stock on hand. No cash value. Expires 6/28/2008

my opinions all the time about computer stuff. My father-in-law always says "paper doesn't refuse ink". I would say here in the new century that "keyboards don't refuse fingers". My suggestions on computer programming or cooking are not nearly as sound as my opinions on bicycle stuff. Although a talented enthusiast can give you some good advice, a talented enthusiast with decades of professional experience can even be more helpful if you know one.

Just as a talented cooking enthusiast who can follow an intricate recipe must learn to be a chef through years of professional experience, a bicycle enthusiast learns to be a professional through years of designing, building, painting, or repairing bicycles all day long.

Although I am willing to give advice as an amateur cook, my suggestions for an elegant dinner may not be nearly as useful as Monty's suggestions. As a self taught computer hack programmer, my suggestions on how to write a computer program are certainly based on my experience, but they are not nearly as sound as my brother's suggestions. My brother writes computer programs for a living 8 hours a day, and he's very talented at it.

At R+E Cycles, when you are working with any one of us, you are working with someone who has chosen to work in the bicycle industry as a career. We do what we do as a full time job because we love it. Our mechanics work on every type of bicycle, and we've run into just about every situation. As a matter of fact, a guy from Texas just sent me a tandem to work on because we're apparently the only shop with the know-how to do the job he needs done. Our frame builders and our painter each have decades of experience, as well as our bicycle fitting team. It's a great pleasure for me to work with such a talented and experienced staff as we have here.

Now, don't get me wrong, if you want some recipe's, we're more than happy to oblige, but they may not be as good as the ones you'll get from Monty.

Thanks for reading

-Dan



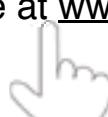
Fit to Finish

Would you get used to a pair of shoes that didn't fit well? How about running? Would you ever be able to run long distance in a pair of shoes even 1/2 size too small? Still I see people out there everyday riding bikes that are not fit to them at all.

If you want to perform well on your bicycle, then you first need to be comfortable on it. At R+E Cycles, we've been developing fitting techniques for 35 years and running. Our NEXT-fit® system is the culmination of decades of working with thousands of customers to get them comfortable on their bikes. We've seen it all. With years of fitting bicycles behind us, we can

help you get comfortable no matter what your issues are.

Once you're comfortable on your bike, you'll speed up. If you, or a friend, need help getting comfortable, please give us a call and set up an appointment for a NEXT-fit® session. Read more at www.next-fit.com



Fit Services

NEXT-fit™ complete fitting solution \$200

(Does not include parts and installation charges)

This service is guaranteed to solve all of a rider's comfort problems. With this service the rider makes an appointment and brings in their bike and riding clothes. We perform the full fitting service, and make adjustments to the bike. Up to 3 follow up appointments are included if needed at no extra charge.

To schedule an appointment call:

206-527-4822

Looks Kinda Sidi



Use this coupon to
get 20% off all Sidi
shoes in stock!

SALE 20% OFF

While Supplies Last!

Offer limited to stock on hand. No cash value. Expires 6/28/2008

Go with the flo!



We don't always recommend 'going with the flow', but when it comes to chain lube, Triflo is really the best product for our region. So C'mon, take our word for it and just 'go with the flo'. Reg. \$5

SALE JUST \$3.99

Offer limited to stock on hand. No cash value. Expires 6/28/2008

Lighten Our Load!



It's that time of year! Our stock of heavy duty Cygolite rechargeable head light systems need to go away for the summer. Use this coupon to save 25% now on a light you'll have to buy in a few months anyway. This coupon is good for any Cygolite product in stock.

Reg. \$100 ~ \$180

SAVE 25%

While supplies last!

Offer limited to stock on hand. No cash value. Expires 6/28/2008

Feed your Face!



R+E Cycles stands for Ride and Eat, so it's no surprise that we have a way to do both right here in this little coupon. The Bento box allows you to carry your fitness bars, gel, cookies etc.... right where you need them. Reg. \$20

With Coupon \$17.99

Offer limited to stock on hand. No cash value. Expires 6/28/2008

Used and Fabulous!

If you want a sweet ride, but you don't mind saving some money at the same time, check out some of the used bikes we have in stock!

From time to time we have a few bikes in stock that are used. Some of them are sample bikes, some are trade-ins, and some are here on consignment. Most of them come with the same warranty as if they were new, and you can expect the same type of service from us as if you were purchasing a new bike.

2004 Rodriguez SL Veloce - (Sport/Race bike) Size 4S, excellent condition, beautiful paint job, Speedplay X-1 pedals included - **Frame/Fork Warranty** - New price - \$2,900 - Used Just \$1,700

2000 Rodriguez Stellar Tour (Touring bike) Purple - Size - 2S Good Condition - Lots of extras - **Frame/Fork Warranty** - New price - \$2,100 Used just - \$1,500

2004 Rodriguez UTB (Travel/Touring bike) With case - Size - 2S - Easy Step through frame - **Frame/Fork Warranty** - New price - \$3,300 Used just - \$2,200

2007 Rodriguez Sport Mirage (Sport/Race bike) - Size 2S - Like new condition - Full Warranty - New price - \$2,600 Demo Bike just \$1,999

1992ish Rodriguez Full custom tandem - Size Large - excellent condition - carbon fiber wheels - Campagnolo equipped - lots of extras - **Frame/fork Warranty** - New price - \$6,500 Used just \$3,999

2006 Rodriguez Travel Tandem - metallic green - Size Small - Like new condition - **Full Warranty** - New price - \$6,500 Used just \$4,999

Grow a pair....

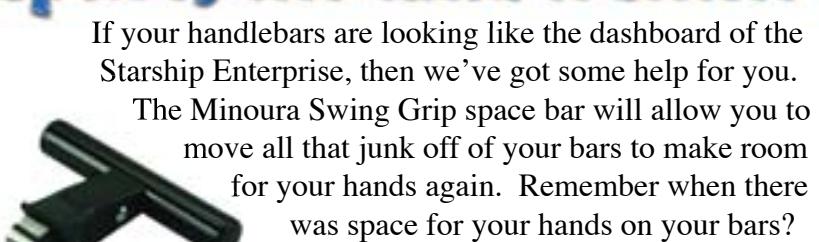


....of wings that is. FSA K-wings to be exact. Hundreds of you out there know the benefits of the ergonomically designed K-wing bars from FSA. Some of you have friends that want to have K-wings but just didn't want to lay out the \$500. Now you can tell them that R+E will hook them up with a pair installed for just \$425 for a limited time only.

SAVE \$75

Offer limited to stock on hand. No cash value. Expires 6/28/2008

Space, the final frontier



If your handlebars are looking like the dashboard of the Starship Enterprise, then we've got some help for you.

The Minoura Swing Grip space bar will allow you to move all that junk off of your bars to make room for your hands again. Remember when there was space for your hands on your bars?

Reg. \$15

With Coupon \$13.88

Offer limited to stock on hand. No cash value. Expires 6/28/2008

A Show Stopper!

This year at Seattle Bike Expo we had a new product that was generating a lot of interest. Our new Big Squeeze™ cantilever brake was one of those items that people were telling each other about, and sending people to our booth to check out. The Big Squeeze™ is the first new brake designed for tandems in a long, long time. It's not just an adapted mountain bike brake, but a brake designed to solve the problems that tandems throw at regular brakes.

Big Squeeze cantilever brakes are easier to adjust, more powerful and more versatile than any cantilever brake design of the past. Throw in the fact that we've located and are now using the Mathouser Super pads with the brake and you've got a product that will stop you in your tracks!

Read all about them on our web-site at
www.rodcycle.com

**Big Squeeze
brakes
\$125
per wheel**



You Tube

We tube, we all scream
for cheap tubes!

Tubes
3 for \$12



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The one day special!

This coupon is just to celebrate the fact that this is my first 'one day' newsletter since I upgraded to my new computer. Since I'm in a good mood, you can decide what accessory you want, and we'll take 10% off of the price. Not good for labor or bicycles, but anything else, you bet. It's only good for one item per person, so you better make it good.

(Not good with any other coupon)

You Pick It!

Offer limited to stock on hand. No cash value. Expires 6/28/2008

RIDES for 2008

RAPSody 2008, August 23-24 Ride Around Puget Sound

Ride Around Puget Sound Aug. 23-24

Start this year's fifth annual Ride Around Puget Sound (RAPSody) by bicycling across the new Tacoma Narrows Bridge on the 10-foot bike path. Great water and mountain views characterize the entire 165-mile route, which starts and ends at Tacoma Community College and passes through Port Orchard, Shelton and Olympia.

To fuel you up the rolling hills, ride organizers provide yogurt parfaits, hot calzones, fresh bread rolls and fruit at scenic reststops. Registration also includes souvenir socks, mechanical and ride support, luggage transport, free indoor and outdoor camping at Shelton High School, free showers and free overnight parking in Tacoma.

There's also live music on Saturday and ice cream bars to celebrate the finish on Sunday. Riders can complete this challenging ride in one or two days.

RAPSody is a fundraiser for the Bicycle Alliance of Washington's statewide bike advocacy and education efforts. The event is organized by West Sound Cycling Club, Tacoma Wheelmen's Bicycle Club, Seattle Bicycle Club, Capital Bicycle Club and B.I.K.E.S. Club of Snohomish County. Organizers hope to raise \$10,000 to help BAW support bicycle-friendly legislation, facilities and policies.

Cost is \$80 through July 20. Save money by signing up early and joining the Bicycle Alliance. Registration closes on Aug. 17.

For more information, visit www.rapsodybikeride.com or call 206-577-6999. You can register online at www.active.com.

Thanks Again!

Everyday, someone comes in the shop for something who says "a friend sent me here". This newsletter and word of mouth are really are main forms of getting the word out about what we are doing here, and without your help, the word of mouth thing would be.....well..... nonexistent.

So, Thanks all of you for sending in your friends. Keep sending them, and we'll keep doing our best to treat them right! We truly have the best customers in the world!

Have a great season!



BARK FOOEY MEANS FUN

August 1-2, 2008

Bark Fooey is an unsupported bicycle ride from Seattle to Vancouver BC.

This ride is limited to about 40 riders. So please contact the ride leader, Matt, with your intentions ASAP to reserve your spot on the ride.

Riders are responsible for their own transportation home, for any and all individual expenses, and for getting across the border (don't forget your passport).

A ride fee of \$40 is required of each rider. The fee will pay for a support vehicle to transport luggage from Seattle to Bellingham on the first day and from Bellingham to Vancouver on the second day, a round of beer for the first night social in Bellingham, and for a hotel party room at the Blue Horizon in Vancouver with a view of the fireworks on Saturday evening. The room is not intended to be a place for anyone to stay, but as a place for all to gather and hangout and watch the fireworks. No booze will be provided for this room, but no booze will be rejected from this room either.

Register at: <http://barkfooey.blogspot.com/>



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