

People rarely succeed
unless they have fun
in what they are
doing.

Dale Carnegie



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

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

Status Report

It's that time again. Summer is here, and I've got a newsletter to crank out.

This season at R+E Cycles has been incredibly busy, but much smoother than ever. How can that be? Our new frame shop and machine shop (see page 3) are functioning better than I had even anticipated. We've already built almost as many bikes as we did **all of last year, and it's only July!**

The NEXT fit™ software is making our fitting even more accurate and efficient than ever. It's been functioning bug free all season.

Some of our customers have come up with some creative new products (see page 7) that we're selling in the store.

Scott (our service manager) tied the knot (page 8) and Willie just got back from Southeast Asia (Page 4).

The new Trillium line is up and running (page 1).

We've got some great new products in mind for the machine shop that we're in the planning stages on now.

We love what we do, and we couldn't do it without you. We want to thank you all for choosing us to be your bike shop, and I hope you enjoy this newsletter.

- Dan



Trillium

One of our
favorite
summertime
recipes



Trillium

Ingredients:

- 1 - Dream
- 1 - Bicycle Fitting Expert
- 1 - NEXT fit™ System
- 1 - Bicycle Design Expert
- 1 - Master Frame Builder
- 1 - Master Painter
- 1 - Master Bike Mechanic

Instructions:

- 1.) Start with bicycle from dream, and work with the Bicycle Fitting Expert and NEXT fit™ until satisfied with comfort.
- 2.) Sprinkle some Bicycle Design Expert until the look of the bike is exactly what you want.

3.) Now add the Master Frame Builder and stir. Keep stirring until cutting, welding and brazing is finished.

4.) Now it's time to mix in the Master Painter and bake. This process will be repeated several times until dream has taken tangible shape.

5.) Use Master Mechanic to season dream bicycle with any components you like.

6.) Ride

Note: All ingredients will be found at R+E Cycles www.rodcycle.com

Now's the perfect time for us to start one for you. Give us a call at 206-527-4822 to talk further about this incredible bike.

HOURS

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



R+E Cycles
5627 University Way NE
Seattle, WA, 98105
206-527-4822
fax 206-527-8931
email Sales@rodcycle.com

The only shop around with a real coffee shop built right in. If you would like to plan a ride to end or start at R+E Cycles coffee shop, just call ahead and we'd be happy to accomodate your group.

Are You a Loser?

Do you lose your sunglasses just about every time you wear them? Now the sun's out, and you can't find those !@#%&^ things right? Well friends, I used to be a loser too so I sympathize with you. That's why we're putting our basic sunglasses on sale! Now you can get 2 pairs for the price of one. Reg. \$19.99



**2 FOR 1
SUNGLASSES**

No cash value. Limited to stock on hand. Offer expires August 5, 2006

No Longer a Loser?

After years of therapy, I've now managed to be able to hang on to a good pair of sunglasses. As a matter of fact, my trusty Serfas Mobys are hanging from my shirt as I type this. When you're ready to step up to a great pair of sunglasses from Serfas and still not spend a fortune. They come with interchangeable lenses of all different colors. Reg. \$50 a pair

**WITH COUPON
JUST \$45**



No cash value. Limited to stock on hand. Offer expires August 5, 2006

Not ready to surrender!



We weren't quite ready to give up on the 3 for \$10 inner tubes quite yet, so we figured something out. We ordered some inner tubes direct from the manufacturer in bulk (no packaging). We got 700X19-28c and also 650X20-28c. For these sizes, we can bring back the 3 for \$10 special. As long as you don't care if they are individually boxed, you can save some \$\$\$

**INNER TUBES
SELECTED SIZES
3 FOR \$10**

No cash value. Limited to stock on hand. Offer expires August 5, 2006

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Rare Birds



As I have written before, the bicycle industry has attracted some rare birds over the years. We've been lucky enough to attract a good lot of them right here to R+E Cycles. One such bird is Todd Bertram. Todd's been with R+E Cycles since 1998. He started as a mechanic, and quickly proved himself to be extremely talented. Todd

has always been willing to do hard work. From building the coffee shop to hauling loads of garbage to the dump, Todd has helped me out with countless winter time improvement projects.

In 2003, Todd became the repair shop manager, but another opportunity soon caught his attention. In 2004, Master Frame Builder, Dennis Bushnell joined the team at R+E Cycles and we needed someone to work with him, and learn from his 30+ years experience. Todd came to mind.

I believe it was Thomas Edison who said "The reason most people don't recognize opportunity is that it usually goes around wearing overalls, looking like hard work." Well, this was certainly the case for Todd in the 2005 season. But Todd has never been afraid of hard work, and learning new things, and again he has proven himself to be extremely talented. We thought he would be a great choice, and he was!

I thought it was about time to let you know more about him.

Personal history:

Todd was born in Rockford Illinois, and moved to Washington when he was just 2 1/2 years old. He has lived here ever since (except for one year in Germany). I suppose that makes him an almost Washington native. He has been married for 3 years (hi Janet) to a woman from Germany. His dog is also from Germany, but is not as pretty as his wife. He speaks fluent German (I know that it's always a good thing to speak the language of your in-laws).

Bike history:

Todd has always loved bicycles. When he was very young, he used to borrow bikes from the older kids in his neighborhood to ride.

First bike: hand-me-down Schwinn 24" wheel single speed w/coaster brake.

Early bike memories:

Todd remembers washing and waxing his bicycle while his dad washed and waxed the car on the weekends.

Always an aspiring bicycle mechanic, he also remembers turning his bicycle upside down and pretending to work on it when cars would drive by.

From a bicycle loving child pretending to work on his bike, to a full fledged expert frame builder...isn't that the way it should be?



Todd recognized the opportunity when it came around, wore the overalls with pride, and did the hard work.. He has over 200 frames under his belt now, included several tandems and even a triple (something that probably only a dozen or so builders can lay claim to). Todd has worked his way into one of the finest young frame builders in the country, and we're privileged to have him here at R+E Cycles.

How many eccentrics do you see in this picture?



If you answered 1, you would be correct. The Bushnell eccentric is a bicycle part that Dennis (far right in picture) has designed and developed for 15 years. Last year demand increased for this product by over 80% and surpassed our ability to manufacture them in our shop. We had to temporarily pay a machine shop to make them for us so we could meet our demand. This was very expensive (and unprofitable).

If you've been reading my newsletters, you know that we made a lot of changes last winter. One of our goals was to bring the manufacturing of this part back in house. This way we have control over quality and quantity.

What you see here is four happy guys who have just finished the largest run ever of the Bushnell eccentric. From left to right (Me (Dan), Dan, Brad, Dennis). I'm not sure if we're happy, or just delirious, but I can tell that we were smiling. Brad (second from right in picture) holds in his hand the 1000th eccentric from our first run in the newly arranged machine shop.

Since this picture was taken, the next run of 500 is already half finished.

Break Wind Like a Pro!

Profile aero bars are the best way to get down out of the wind. The Air Stryke bars that we have in stock are made from lightweight carbon fiber. Use this coupon to buy a pair for just \$179.99 and we'll install them for FREE! (reg. \$25)



FREE INSTALLATION!

No cash value. Limited to stock on hand. Offer expires August 5, 2006

Pain in the butt?

How about purchasing a really good pair of Craft cycling shorts then? The Craft cycling short moves with your body better than most shorts. You'll love the dark colored, microfiber, antibacterial chamois. Reg. \$100 With coupon Just \$85



FREE INSTALLATION!
(JUST KIDDING)
SAVE \$15

No cash value. Limited to stock on hand. Offer expires August 5, 2006

Slipping and Sliding

Slipping and Sliding is much better than chafing and burning! Use body glide to end that nasty problem. You can apply it just like deoderant (but no instead of deoderant). It can also be usee with your wet suit to help slip it right on. Reg. \$4.99

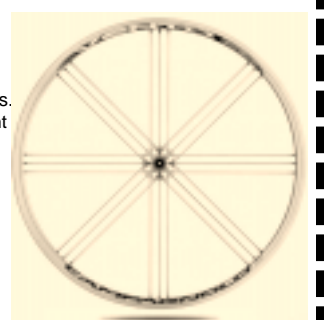


WITH COUPON JUST \$4.19

No cash value. Limited to stock on hand. Offer expires August 5, 2006

Campagnolo

We're now carrying a full selection of Campagnolo racing wheel sets. We've been carrying them for a couple of years, but now we thought we should tell you all about it. The best way to make your bike go faster (other than training) is to get a light weight set of high quality wheels. Use this coupon to get FREE installation when you purchase any set of Campagnolo wheels at R+E Cycles . Campagnolo Wheel sets start at \$350



FREE INSTALLATION!
(NOT KIDDING)
SAVE \$35

No cash value. Limited to stock on hand. Offer expires August 5, 2006

We Have The Best Customers In The World!

August, 2005

I love her! You guys are the best! Some eye candy photos for you...Thank you!

- Andrea



We have many letters in our on-line customer scrap book. Andrea's letter is the shortest one. I think she appropriately expresses how she feels about her new Rodriguez bike though...with energy too. (She calls her bike Consuela)

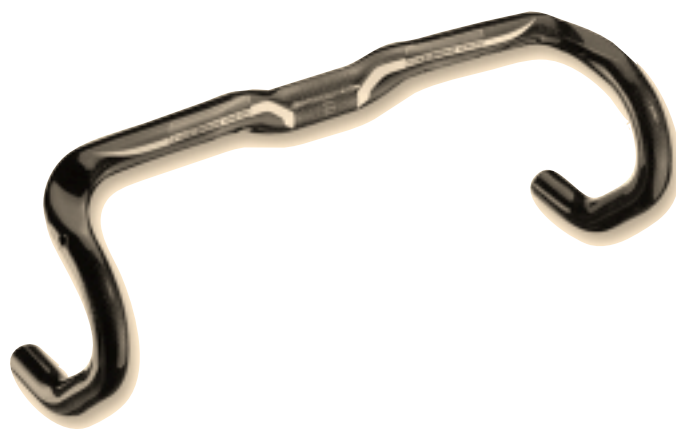
Andrea's energy is spreading. In fact, her energy has spread to her brother. I just saw Scott putting the finishing touches on the CAD drawing for her brother's new Rodriguez frame.

Thanks for the referral Andrea, and thanks for choosing us to be your bike shop!

Read this and many more customer letters
in our on-line scrap book at

 www.rodcycle.com

Put your money where your hands are!



I've been touting the benefits of these new FSA K-Wing handlebars for over a year now. I sat down to tell you once again how great these are, but then remembered that Carol had already done it for me in the form of a letter.

Hey Guys,

I just finished breaking in my new K-Wing handlebars and have to say, "WOW!"

Just when I thought I couldn't love riding my bike anymore than I already did, I asked you to put these bars on my bicycle. I put in a couple hundred miles over the weekend and have never been more comfortable. From the moment I first stood up on that first hill climb and marveled at the comfort and control I've been hooked. The section before the hoods is just the best. My hands can just sit there all day with out numbness or fatigue.

I was concerned that the flat sections would be more designed to fit a man's hands than a women's smaller hands, but this wasn't the case. The bars fit my average-small hands perfectly. The drops feel great as well. I was kicking myself at first because of the price, but now can't imagine a better investment. My commute just got more comfortable and will help me keep my car in the garage instead of on the road.

I'm not a racer or pro or anything. I do know comfort though, spending my time riding centuries, double centuries and commuting. For anyone who spends considerably long chunks of time on their bike I highly recommend the K-Wings. Warning though, once you ride them you'll never go back. I had no idea I could be so comfortable on a bike.

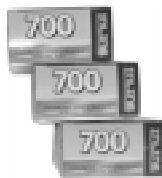
Cheers,

Carol

Thanks Carol, I couldn't agree more!
-Dan

Inflation

On the front page we have 2 sizes of inner tubes for just 3/\$10. That's the price we used to always run inner tubes on sale at. Well, there's been a little inflation since the 1980's but we're still gonna give you a deal.



INNER TUBES 3/\$12

No cash value. Limited to stock on hand. Offer expires August 5, 2006

Junk in the trunk!

The Topeak MTX bag is huge! It starts off looking like a regular trunk bag, but then with a few zips and folds it transforms into a 1500 cu. in. monster able to hold everything that any commuter ever will need! When used in coordination with the Topeak rear rack, it's even got a push button release (no messy straps) WOW! That's a lot of bag! Reg.\$90



With Coupon Just \$74.99

No cash value. Limited to stock on hand. Offer expires August 5, 2006

Wet Your Whistle!

We've had a fantastic wet suit sale this month. We've sold most of our wet suits for just \$100 (reg. \$300). We still have a few left, and you'll want to whistle on in here and pick one up for the ridiculously low price of just \$80!



Limited to stock on hand

With Coupon Just \$80

No cash value. Limited to stock on hand. Offer expires August 5, 2006

Dog Gonnit!

Don't be saying Dog Gonnit! Put a Dog on it! Use this coupon to save \$5 on a Bulldog U-lock from Ongard. It's the best way to protect your investment in the city.



With Coupon Just \$29.99

No cash value. Limited to stock on hand. Offer expires August 5, 2006

The World

Where's Willie?

Meet Willie's Bike

Gear down

My knees and quads talked to me a lot during our latest trip to Northern Thailand and Laos. They mostly said, "Shift down, please." Actually, it was much more graphic than that, but I'll spare you the cursing.



The only problem was ... I was already IN my lowest gear. That gear is a 22X32 on my Rodriguez travel bike, which is already lower than the standard gear kit. But I'm fast approaching 45, and my knees and legs just can't do an eight-hour day of climbing with the gears I pushed when I was 25.

Northern Thailand is insanely beautiful. It also has some of the steepest paved roads I've encountered in the world. Imagine climbing up Dravus St. (in Seattle's Magnolia neighborhood), but having Dravus go on for 4-8 kilometers. Now imagine doing that several times in one day WITH your bike loaded down for touring. Now you are approaching what is in store for you on the mountain roads of Northern Thailand.

And when it comes down to surviving a long trip, it is not how many thousand feet of elevation you climb, but how steep are those climbs.

Willie Weir is an award-winning commentator, actor, writer, and all around good guy.



www.rodcycle.com

The Rodriguez Ultimate Travel Bike (UTB) or W² Adventure

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 1.9" wide 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 travel 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 UTB comes with a lower gear range than other touring bikes, and a crankset that will even accept lower gears than that.

6.) Portability: The UTB 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 Platinum tubing. The components are selected for their durability and simplicity in design. All of the bearings are cartridge sealed and maintenance free.



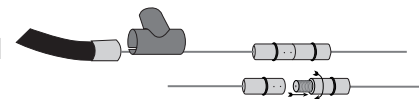
Lot's more cool stuff:

- The UTB 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 UTB 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 UTB. 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.



A modern day Airstream

With gas prices over \$3.00 per gallon, a lot of people are trading in their Chevy V-8 for a Rodriguez Adventure touring bike. The question is, what are they going to pull that Airstream with? As usual, we've got a solution. Trade in that Airstream for a B.O.B. trailer to pull behind that Rodriguez touring bike! Here's the deal. Purchase any Rodriguez bicycle (\$1,899 and up) and we'll sell you a B.O.B. trailer (reg. \$400) for just \$300 along with it. Or we'll trade your Airstream for one.



That's a \$100 savings!

No cash value. Limited to stock on hand. Offer expires August 5, 2006

TSA got you down?

You just got your totally sweet new travel bike and packed it carefully into your S&S case. Then you took it to the airport where the TSA guys proceeded to open it up and dump it out on the floor. You watched in agony as they put it back in the case, but they weren't as careful with the custom paint as you were. Well, S&S has come up with a great solution. The security net keeps your travel bike parts all together while they are inspected by TSA. It really easy to use and works with any S&S case. Reg. \$40. If you own a Rodriguez travel bike, and would like to purchase one, we'll set you up with one for just \$25.

Save 15!

No cash value. Limited to stock on hand. Offer expires August 5, 2006

is Waiting

"There's More Than One Way To Skin a Cat!"

Taken literally, that's one freaky saying! While I don't condone the skinning of cats, I do appreciate the sentiment that there is more than one way to do something. Travelling with a bicycle for example.

Over the last several years, we've become known as a great place to get a bicycle for travelling (the Ultimate Travel Bikes). There's another type of travel bike that has also become extremely popular that I thought I should tell you about here.

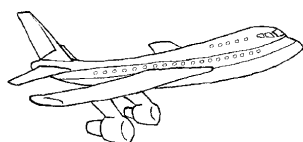
A few months ago, Scott was working with a customer (we'll call him Jim) who had just ordered one of our racing bikes. Jim ordered his Rodriguez racing bike with couplings for easy travelling (just like the UTB). Scott asked Jim if he wanted us to put a rear rack on the bike. He thought about it for a second, then reached into his back pocket and said "I don't know, do you think I need a rack to carry this?" as he held up his credit card.

The point of the story is that a lot of people are travelling with their bikes. Some of them want to carry everything with them on a self supported tour, and some are riding with a travel group and don't need a heavy duty bike to haul everything with them.

We've responded to this new trend. Over the course of this season, we've developed 2 new models of travel bike that fill this requirement.

Each bike gives you the same portability as the UTB, but is much lighter than a traditional touring bike.

Another continuing trend:
Just like the UTB, we sell a lot of these in pairs to couples who are going to be travelling together.



www.rodcycle.com

Can we buy you a cup of coffee?

Use this coupon to get any free drink or iced drink from our coffee shop with your purchase of \$20 or more.



FREE coffee drink

No cash value. Limited to stock on hand. Offer expires August 5, 2006

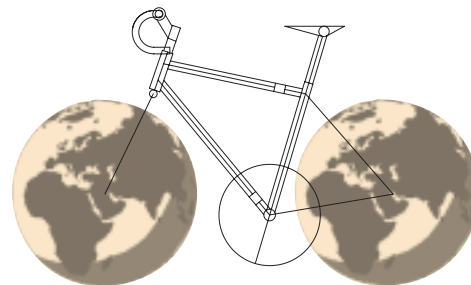
We're knockin' your Sox off!

FREE sox with any shoe purchase.



No cash value. Limited to stock on hand. Offer expires August 5, 2006

Meet Jim's Bike



The Rodriguez SL Veloce Travel \$3299

- 1.) Tires: Jim wants light weight, skinny tires and a carbon fiber fork. We obliged.
- 2.) Comfortable Fit: Jim wants to assure that he is comfortable after his ride. We guarantee that with our NEXT fit™ system, and our 15 production sizes he will experience the comfort he desires.
- 3.) Light Weight: Jim wants his bike to be as light as any sport/ race bike. With OX Platinum tubing, light weight Campagnolo Veloce components, and a set of Campagnolo Vento Racing wheels, he got what he wanted.
- 5.) Gearing: Jim rides with minimal luggage, so he wants more 'go fast' gearing to reflect that.
- 6.) Portability: The SL Veloce Travel is equipped with S&S couplings. This means it can easily be packed into a 26" by 26" suitcase (sold separately)
- 8.) Value: Most of all, Jim wants people to take care of him down the road. He wants hands-on instruction of how to pack his bike for travel and how to reassemble it from the box. He wants a shop where he can take his bike for a hands-on maintenance lesson. He wants to be able to bring in his bike and have the fit 'tweaked' at any time. He wants to pick his color, and meet the people who will be making the frame. Jim wants more than a bike, he wants a whole bike shop.

All Rodriguez bicycles are made right here inside of our shop. We have been here for over 30 years building, painting, selling and servicing our bicycles.

Where in the world has your Rodriguez been?

About 18 months ago I put a world map up on the wall between the repair shop and the retail shop. Since then, people have been putting pins in it to represent the places on the map where they have travelled with their Rodriguez bicycles. It's spurred a lot of conversation when someone recounts the tales of their experiences abroad. I's been a lot fun listening to the stories that people have, and I have been amazed at how many places people have gone with our bikes!



Did You Know?

Way back in 2003, a customer sent me a long email. He loved his Rodriguez Adventure touring bike, but he wanted to know why we didn't sell any panniers or racks. Apparently, he bought his panniers and racks elsewhere. I was surprised, as I know we carry quite a few panniers, and several different rack options.

The next day, I took a look around the shop and saw the problem. All of our racks are hanging from the ceiling, and the panniers were in boxes stacked up neatly with the helmets. Unless he asked us if we had them, he wouldn't have seen them.

Well, here it is 2006, and we've got a little better display for the panniers, but the racks are still on the ceiling. I thought it would be a good idea to talk about the panniers that we carry here in this newsletter as touring season is about here.

As with everything we stock, we've done the shopping for you. We only carry the products that we like to use ourselves. We don't stock dozens of brands, we just stock the ones that we have found do the job for us and our customers.

Aside from all of the Detours handlebar and seat bags and the basic rear racks, we also stock a selection of the German made Ortlieb waterproof front and rear panniers, as well as Jandd heavy duty touring racks.

So now that touring season is here, and commuting season on the horizon, you can tell all of friends that we have some fantastic touring and commuting products in stock. We just don't have a lot of room to display them.

Is that a tool in your pocket?

The Serfas Mentor Mini folding tool is so small that you'll even forget that it's there. It's got 19 functions and one of them is a chain tool. You'll love it even better when we tell you the deal. Reg. price on this tool is 19.99, and we'll put them on sale at just \$15.99 with this coupon!

**JUST \$15.99
WITH COUPON!**



No cash value. Limited to stock on hand. Offer expires August 5, 2006

Rack and Roll!

Use this coupon to save 15% on any Jandd rack in stock.
SAVE 15%



No cash value. Limited to stock on hand. Offer expires August 5, 2006

Dry Humor

Keep everything dry with a pair of Ortlieb panniers. We'll even give you a \$20 discount on any Ortlieb panniers that we have in Stock.

SAVE \$20



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Did You Know?

Spread the load around!

Jandd Front Rack
When touring or commuting, the Jandd Low Front Rack is an excellent choice to put some of the weight up front. Capacity - 25 LBS



Price: \$59.99

Better than most!



Standard Rack
The Jandd Standard Rack was designed to fit the needs of most riders. When your needs exceed the basic \$25 racks, the Standard is a great choice. Capacity - 40 LBS

Price: \$49.99

Nothin' but the best!

Expedition Rack
The Expedition Rack is the rack of choice for cyclists who require exceptional durability and expanded size, measuring a full three inches longer than the standard rack. Capacity - 50 LBS



Price: \$79.99

Big things fit in small panniers!

The Ortlieb front roller pannier is completely water proof! This is the pannier that Marcie and I use on our tandem. Though it's called the Front Roller, it will work on the front or the back rack. It comes in several different colors and 2 different fabric styles. Capacity - 1,526 cu. in.

Pair Price: \$119.99 to 139.99



Meet Willie's Panniers!

Ortlieb Back Roller
These are the panniers that Willie Weir uses to travel in places like Cuba, Thailand, etc.... They are big, waterproof, and really durable. Just ask Willie, or any one of our great customers who swear by Ortlieb panniers! Capacity - 2,441 cu. in.

Pair Price: \$144.99 to 139.99



The Cool Factor is HIGH!

And you'll know just how high it is with this new bad boy from Garmin. The Garmin Edge 305 is a fully functional bike computer with cadence, speed etc....and more. The more is the fact that it's a fully functional GPS unit and also has a heart rate option. With the GPS you'll know your elevations, you can look at a map while you ride and keep track of where you are. It's high tech and really cool.



- fits on handle bars just like a regular computer
- altitude
- speed
- cadence
- heart rate
- distance
- time
- calories burned
- climb and descent
- plus more!

Price ranges from \$375 ~ \$450

Why doesn't anyone make an energy bar that doesn't taste like ##\$%^&@#\$%!!!

Mile 160 on STP and you're starting to bonk! Your buddies are making great time and you're just trying to keep up at this point. You reach into your jersey pocket and pull out the last half of that energy bar. Earlier in the day, you thought you could eat it, but it only resulted in a quick stop to refill your water bottle after trying to wash the taste out of your mouth.

Now, four hours from your last attempt, you just might be hungry enough to eat it right? As the tin foil wrapper glitters in the sun, you sink your teeth in deep and go for it! The taste is horrifying! You hold your nose with one hand and try to steer the bike with the other! The energy bar falls to the street and there it lies....just waiting to poison whatever animal makes an attempt to swallow it. As you spit the partially chewed remains into the ditch on the side of the road, and reach for your water bottle once again, you ask yourself "Why doesn't anyone make an energy bar that doesn't taste like !@#\$\$%!!!"

You're in luck! Someone does, and she lives right here in Seattle. Jenise is a good customer of ours, and she decided to take matters into her own hands. She now makes a line of energy bars that we sell right here in R+E Cycles for just \$1.20 each. What's great about Jenise's Jammers is that you can easily recognize everything on the ingredients list, and they taste good too!



Bike Culture

A good customer brought in these fantastic great greeting cards with bicycle photographs that she has taken. Some of these photos won awards including one first place in the 'still life' category at Seattle Bike Expo.

The photos, and the cards are on display now at R+E Cycles.

The cards are just \$3.00 each and come with an envelope. 50% of the proceeds will be donated to help support Seattle Bicycle Alliance.



Free Lunch

Buy a Bento Box for just \$19.99, and we'll give you 2 Jenise's Jammers to fill it up with! That's a sweet deal!



SAVE \$2.40



No cash value. Limited to stock on hand. Offer expires August 5, 2006

Get a Grip

Rodriguez Gel gloves for just \$19.99!

Reg. \$24.99



No cash value. Limited to stock on hand. Offer expires August 5, 2006

Time to Retire?

If your tires are ready for the scrap heap, we've got a deal for you. Use this coupon to get a pair of Serfas 700c Seca or 650c Urbana puncture resistant tires for just \$40 (reg. \$50)

SAVE \$10



No cash value. Limited to stock on hand. Offer expires August 5, 2006

STRETCH YOUR BUDGET, NOT YOUR CHAIN!

Do you change the oil in your car? Most people will change the oil in their car every 3,000 to 4,000 miles as their manufacturer suggests. Why do they do it? It's still oil when the mechanic drains it out of the engine right? Isn't it still lubricating the parts inside the engine? But still it is drained out of the engine and brand new oil is poured in it's place. The reason that the oil should be changed at a certain mileage is simply preventative maintenance. The engine would continue to run on the same oil for 10's of thousands of miles, but slowly it would wear out, and the engine would become damaged. This is a much more expensive repair than regular oil changes.

The same is true for the chain on your bicycle. The chain on a bicycle is engaging on the gears on the front and back of the bicycle. The chain is manufactured with exactly 1/2" of space between each link, and the gears are precisely manufactured to 'mesh' with the chain. The chain is under incredible strain because the force and leverage that a cyclist applies. The chain is also subject to sand and other road grime that collect and act as abrasives that wear away the metal that it is made of. Even with these factors, a chain can last for 10's of thousands of miles just like the oil in your car. But, over time, the chain will stretch. As the chain begins to stretch, and is no longer 1/2" between each link. As it stretches, it wears the metal from the teeth of the gears to match it's new length. If a chain is allowed to stretch too far, it will wear all of the gears on the bicycle so much that they will not 'mesh' with a new chain. If a new chain is installed at this point, the chain will 'slip' on most of the worn gears and create a lot of rumbling noise on the others. Often a customer will come in with a chain that is so far stretched that the bike won't shift well, or the chain may even be broken. At this point, all of the gears have to be replaced and the repair bill is much greater than it would have been if we had just replaced a chain earlier.

What's the recommendation? On modern bikes we are seeing that people are getting about 1500 - 2000 miles before a new chain is recommended. On a tandem it's more like 1000 - 1500 miles. I've seen some people get 3000 - 4000 miles with minimal stretch, but that's the exception. I recommend that you start having your shop check your chain stretch at 1500 miles, and then every 500 miles after that. If you replace your chain at the first sign of stretch it will cost you about \$30. If you wait until your rear cogs have to be replaced along with your chain it will run approx. \$100. And if you wait until your chain just breaks and all of your gears need replacing it will run from \$250 to \$400 or so.

How many miles are on your chain?



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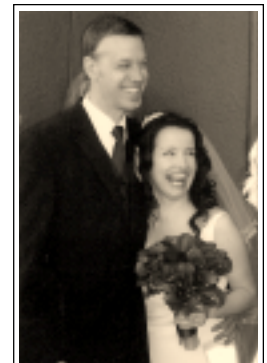
206.527.4822

www.rodcycle.com

Connie Got More Than She Bargained For!

Connie La Chasse was so happy with her new Rodriguez bike that she picked up a husband who can ensure that it will always be running in tip top condition. That husband....our service manager Scott Rock. Soon after purchasing her new bike, Connie and Scott started dating. Last Saturday they were married.

Congratulations Scott and Connie!



FREE is a very good price

Bring in your bike and this coupon and we'll check your chain for stretch and oil it for FREE!

FREE chain check and lube



No cash value. Limited to stock on hand. Offer expires August 5, 2006

It's not your bad breath!

If you think your friends don't want to ride with you because of your breath, we suggest you check your chain. If it's dry, it's probably chirping like a bird. To your buddies, that's like nails on a chalk board. We're here to help you out with a great deal on a 2oz bottle of Tri-flo chain lubricant. Reg. \$4.99

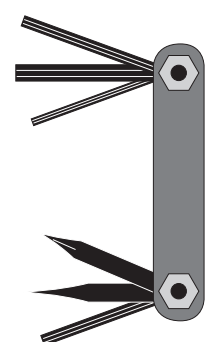


With Coupon Just \$3.99

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All the tool you'll need

The Pyramid folding tool is just what you'll need if you're out on the road and need to make a simple adjustment. Reg. 9.99



With Coupon Just

\$6.99

Save \$3

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