

Pleasure in the job
puts perfection in
the work.

- Aristotle



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

R+E CYCLES NEWS • THE NEWSLETTER OF CYCLING VALUES! WINTER 2007

Nothin' up his sleeve? A New Best Seller!

It's not on the website, or even in the catalog yet, but the Rodriguez Rainier is our best selling bike since it was introduced just 2 months ago!

You probably know Scott Rock. He's been here for several years now, and he knows just about everything about bikes.

Scott has a knack for designing bikes that work well for our Northwest customers. First the S3, then the Houdini, and now the Rainier. You'd think he has something up his sleeve, but as you can see, he doesn't wear long sleeves. He started designing the Rodriguez Rainier just last spring, we introduced it in the last newsletter, and now it's jamming up the queue in the Rodriguez frame shop!



Read more about this unique new road bike on page 6 of this newsletter.

**Have You Tried a Tri?
Amber did, and you can read about
her experience on Page 2**

**Click Here
For Your NEXT Bike Fit
or just look at Page 12**

A Broken Record!

You must think I sound like a broken record. Every Fall for the last few years I've written an article about a record year. Well, we did it again.... the 2007 season was another one for the record books! Tandem sales were really hot this season, and S3 bike sales went wild too. The Houdini sport/travel bike (page 10) was a great success story, and the new Rainier Randenneur bike (page 6) is filling up the bike queue as I write this.

What a season! Our product focused manufacturing is keeping wait times down to 3 weeks or less! This is unheard of in the custom bike industry. The machine shop is running so smoothly that we are opening it up for work outside of our own realm (see page 7). Our favorite rain jacket is back (see coupon page 5) and some of our customers are burning up the racing scene (page 2), and some are discovering cycling for the first time (page 3).

Thanks Tammy!

A small manufacturer like us cannot exist without the support of it's customers.

Yesterday a customer came in the shop and ordered a custom mountain bike. He had never been in the shop before, but he met a woman named Tammy that told him about us. He didn't know her, but when he told her he was going to buy a bike, she insisted that he visit R+E Cycles. Well Tammy, he took your advice, and his bike is in the queue right now.

Thank you Tammy, and all of you who send your friends our way. We promise to treat them right.

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 leave or start at R+E Cycles coffee shop, just call ahead and we'd be happy to accommodate your group.

Elect to Reflect



In the winter time, you should make yourself as visible as possible to motorists. Use this coupon to get a Sunlite reflective vest to wear over your cycling garb and save money at the same time. Reg. \$15

With Coupon just \$12.88

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 11/30/2007

A Stormy Romance!

Admit it! You want to have an 'on again off again' relationship with your fenders....right? No Problem, we can make that happen with a pair of Speedez easy on/off fenders from R+E cycles. No commitments, they go on and off with no tools necessary. Now when it storms, just use them...they don't mind....really. Reg. \$35



With Coupon Just \$29.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 11/30/2007

Winter is Here!



The guy who makes Helmuf's says that he knows it's winter when R+E Cycles calls to order Helmuf's. Every year, we call even before he has changed his answering machine to the Helmuf hot line. He is a very small manufacturer and uses his home phone to take orders. We like to support him, but we would have to sell these even if they were cranked out in some foreign factory....they are a very cool product to keep your ears warm all winter, and they won't get misplaced because they stay on your helmet straps.

With Coupon Just \$11.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 11/30/2007

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Don't Blink...

...or you'll miss Lee's ascent to the top!



How many people, during just their second season of racing, win several state championship races? What if I told you I know a woman who not only achieved this, but she also won the State Omnium in Master's category. I'm not done yet! During her first (yes first) Cyclocross season, she took second place overall in the series. Even with all this achievement, I've never heard Lee Smith brag (so I'll do it for her). In fact, I know that during all of these wins, she spent a lot of time working for her team.

A few years ago, Lee ordered up one of our S3 racing bikes. She retired her original Rodriguez bike and started road racing. Now she's the one to beat, on the road or off, if you so dare try.

Lee works as a freelance software consultant and has a passion for cycling. She was a competitive rower in a past life, and as you can see from the photos to the right, she maintained a lot of the definition.

Road Bike - Rodriguez S3 Record.

Cross Bike - Rodriguez S3 Chorus

Favorite place to ride - Sancette France

Watch out Time Trialers, Lee's considering a Time Trial bike next!

Congratulations Lee on 2 fantastic seasons!

See more great photos of Lee in our on-line scrapbook at www.rodcycle.com



I Tried a Tri!

If you would have told me a couple years ago that I would be competing in a triathlon I would have laughed at you and told you how crazy you were. I never in a million years ever thought that I would have anything to do with a triathlon, but here I am today telling my story.

It all started last year when Smiley took me to see the Danskin triathlon. We unofficially volunteered cheering on the participants and Smiley helped a few cyclists with bicycle mechanical issues. As we were leaving we noticed a cyclist running her bike down the road with about a mile left of the bike leg. Smiley rode up to her to find out what happened and what he could do to help. He found out that her rear derailer had broken as well as her chain. Smiley decided that it wasn't fair to make her run all that way with her bike right before she had to move on to the running leg of the race so he rode behind her bike and pushed her across the bike finish. By the time we got home and I got to absorb the whole experience I decided that I was going to do the Danskin next year. Just seeing how supportive and friendly everyone at the event was convinced me that it would be worth it.

And so the training began.....

Keep in mind that I am still a newbie in the cycling world with just over a year of actual road riding experience and thanks to Smiley I am becoming a faster and better cyclist. About 3 months before the Danskin I started my training. I didn't follow a set specific training regime, I more or less just tried to get a good workout every day. I would do 40 mile training rides some days, 15 mile



sprint rides other days, distance running, and of course some swimming. Swimming is definitely my weakest event especially in open water, so needless to say I didn't enjoy it as much and therefore didn't train it very diligently. I definitely suggest getting in the open water at least a few times in your wetsuit before the event so there are no surprises on race day. As we all know open water is a lot different than a pool. Visibility is poor, the temperature is colder, and there are waves, so get in there and get comfortable with it and you should have no problems. I actually swam with a much more experienced swimmer to get some pointers and technique tips that made me feel much more acclimated to the open water (thanks Trish!). I would also suggest practicing transitions because that is a part of your race time as well. Besides becoming physically and mentally prepared I made sure I had all the equipment I needed for the race. I had my bike tuned up the week of the race by our skilled mechanics here at R+E Cycles, made sure I got a good pair of running shoes, a good wetsuit, goggles and I was ready.

The race went surprisingly well despite the cold rainy weather. Before I knew it I was crossing the finish line and hugging my soggy loved ones who came to support me. I finished the triathlon in 1 hour 31 minutes (a lot faster than I thought I would) placing me 14th out of the 76 people in my age group. In the biking leg my bike rode like a dream, I averaged 20mph and finished 46th out of 3,500 competitors...I LOVE MY RODRIGUEZ!!! It was a very fun and fulfilling experience. A big thank you to all of the volunteers and supporters that cheered everyone to the finish and congratulations to all the competitors for a job well done!

-Amber

Amber has been with R+E Cycles for 2 years now.



Where cycling isn't just fun...it's our business!

Let There Be Light!

at a reasonable price

It's that time of year again. It's getting dark early, and you don't want to get trapped at work without a good lighting system. High quality lighting systems can cost as much as \$700! Why...you ask? Well, we ask that too.

The Cygolite systems we sell will provide you with excellent performance, an unbeatable warranty, and sell for as little as \$99. You can have ample lighting for your commute, and spend those hundreds of dollars you saved on fenders, racks, bags, rain coat, helmuffs, winter gloves, and....let's see.....if my math is correct, there's still money to burn here....oh yeah....take your sweetie out to dinner!



System 1 \$99.99
Nite Rover
12 Watt Halogen (dual bulbs)
3-beam patterns
3 hour NiMH battery
Quick release mount
Lightweight bottle cage mounted battery
Helmet mount available

System 2 \$139.99
Nite Rover XTRA
16 Watt Halogen (dual bulbs)
3-beam patterns
6 hour NiMH battery
Quick release mount
Lightweight bottle cage mounted battery
Helmet mount available

System 3 \$179.99
Hi-Flux 200
10 Watt Halogen (single bulb)
SSR Optic technology
2-beam patterns
Up to 50 hour battery burn time
Quick release mount
Lightweight bottle cage mounted battery
Helmet mount available



System 4 \$239.99
Dual Cross
2,500 Candlepower (dual bulbs)
Waterproof light enclosure
8-hour battery burn time
Quick release mount
Lightweight bottle cage mounted battery

Beauty is only skin deep

Many lighting systems look beautiful, and the Cygolite systems are no exception. Beneath the surface though, is a company's willingness to stand behind their product. Aside from being priced extremely competitively, Cygolite systems have another value added feature. An unbeatable customer service history.

Systems that we've sold in the past had very poor warranty service that left our customers without their lighting system for weeks at a time if something went wrong. Our policy, when possible, is to give the customer a new light if theirs fails under warranty. Cygolite is the only company that we have dealt with that will work with us on this policy. On the rare occasion that we've had a Cygolite system fail, the customer has left our store with a new part....no waiting, and Cygolite took care of us pronto.

R+E CYCLES

We Have The Best Customers In the World!

September 9, 2007
To all the staff at R & E cycles.

My father recently passed away, and one of his last requests was that I move back to Colorado to be close to my mom. I honored his wishes. When I arrived back, I suggested to my mother that we have a tandem built especially for us. I am so glad I called on Mr. Angel Rodriguez's company. The bike has been more than we could have even imagined it could be.

My mother is 62. She has taken a "spin" class years ago. Other than that she has no experience on a bike. She has never even ridden a bike on the street. Well here we are only four months and a few hundred miles later, my mom's just a natural. We recently rode up the canyon to Estes Park Colorado. It was grueling, even for me. But my mom was tough, she hung in there and pumped those little legs for hours right along with me until we got to the top. Only a real cyclist can appreciate such an effort. You know what I mean? There are not many 62 years old that can claim such a feat. You know what they say, "What goes up, must come down". And come down we did, my mom can't see the computer on the bike when we're on the go. Which is probably a very good thing. If she would have known that we were hitting speeds of 50...51...52...53!!!! miles an hour, she would have Sh*& her pants. She loved it! I mean this old lady is hooked she's ready to get herself a single. She mentioned calling Rodriguez cycles to have one built. Maybe for Christmas.



YOUR bicycle has played a vital role in bringing us close once again, But more importantly, your bicycle has helped in easing the pain of losing a loved one. For that we are forever grateful for your dedicated effort in putting 110% into what is obviously your passion, building the best bicycles available to the public.

THANK YOU
Victor and Eliosa

Thanks for the letter Victor and Eliosa. And thanks for giving us the opportunity to work in an industry we love to create bikes like yours. We love what we do, but we couldn't do it without our customers.

-Dan

To see more great photos and letters from our customers, visit our online customer scrapbook at



www.rodcycle.com

Blinded by the Light!

Are we crazy? Putting lighting systems on sale at the beginning of the winter season? Maybe, but we're going to do it anyway. Use this coupon to save 10% on any Cygolite rechargeable system we have in stock! Now you can put out as much light as a car head lamp.

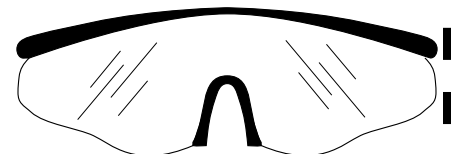


**With Coupon
SAVE 10%**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 11/30/2007

Attitude Adjustment

If you ride in the winter, most likely you'll need an attitude adjustment. Slip on a pair of amber colored eye protection and you'll think it's summer outside. Remember summer? The sun shining, the birds chirping, who could forget? Anyway, you'll be in great mood by the time you get to your destination or your money back. Clear glasses are also available for those of you who want to see winter in all of its glory. Reg. \$20



**With Coupon
Just \$13.99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 11/30/2007



Get Some Class!

Class Schedule for Winter 2007~2008



Class Calendar for Set Rate Classes

All classes start at 7pm unless otherwise states

Weekly Wipe Down

\$100/person, includes cleaning kit. Min. 3, Max 6 people:

This ninety minute class covers everything you need to know to keep your bike clean and happy during the winter commute season. Also covers pre- and post-ride inspection. Fee includes instruction and a \$50 cleaning kit!

November 8th and 29th; December 13th and 27th; January 10th and 24th; February 7th and 21st. (Hint: these are all Thursdays.)

Road Side Repair

\$100/person, Min. 3, Max 6 people:

Just the basics you need to keep yourself riding. Over two hours, you'll get in-depth coverage of tire repair (changing and patching tubes, booting cut tires) and bike inspection, as well as the very basics of gear and break adjustment and spoke breakage. (1.5 ~ 2.5 hours)

November 15th and 29th; December 6th and 20th; January 3rd, 17th, and 31st; February 14th and 28th. (Again, Thursdays, alternating with the Weekly Wipe Down class.)

Wheel Building Class with John

\$350/person, Max 3 people: Dates: November 6th and 7th • December 4th and 5th

Many customers want to build their own wheel set, but lack the equipment and know-how to properly execute the project. Well, we can provide you with that know-how, and the parts and equipment to boot! Here's how we're doing it:

John will teach a set-rate wheel building class in early November, and another at the start of December. This is an involved topic, so he's splitting it over two evenings, with an expected two hours of class per evening (though John' says he'll go as long as it takes). The fee will be \$350 per person, with a maximum of three people (there's no minimum). You'll be able to build a wheel with our stock parts under no obligation to buy what you build; should you want to take your wheel set home at the end of the evening, you'll receive a 20% discount on the parts. Or, you can bring in your own wheel parts -- whichever option suits you.

One-on-One Wheel Building With Ross

\$100 per hour for one-on-one instruction:

You have the option of building a single wheel, or the full set. Expect no fewer than two hours of class for a single wheel, three for a set, though more is both possible and likely. Ross will help you select an appropriate wheel set for your experience and riding style. A 20% discount will be given on the parts for your wheels.

The Ultimate Class

This class was designed for a pair of gentlemen from Virginia who were opening a bike shop and needed to know everything they could learn in two complete eight hour days. Day one is spent with Ross covering bike theory and mechanical basics, day two with John doing advanced work. For your money, you get the best familiarization with being a pro mechanic we can give you. The fee? \$1200 per person, for a maximum of four people. Call to schedule, if you're interested.

Classes for All

Some basics:

All of our classes happen at R & E, and are taught by one of our mechanics. We'll always encourage you to bring in your bike so that we can work on it during this class -- which means that a cleaning class is a great way to get your bike clean, and a repair class can be perfect for fixing your specific bike problems. During the class, you'll receive a 10% discount on any repair parts or accessories you buy, from trueing stands to cleaning supplies to roadside repair kits.

"But Ross," you ask, "How do I sign up for a class? And what the heck are my options, anyhow?"

I'm glad you asked! Below are all the kinds of classes we teach, along with our basic pricing scheme (see the schedule or call to find the next available class time). All of this information is also available on-line. And, in case of doubt, you can always call (206.527.0360) or e-mail (classes@rodcycle.com) with any questions!

Hourly Lessons

We can teach anything you would like to learn. If you would like a personal lesson on your bike, or on any aspect of bike repair, shifting, maintenance, etc... just give us a call for a quote.

If you have a group of friends an you would like us to set up a class for just you and your friends, give us a call

Billing and Fees:

Set Rate Classes --

Minimum Enrollment: Set rate classes need at least three people (not counting the instructor) enrolled two days before the class (i.e. if your class is on Wednesday, you'll get a call no later than Monday letting you know if the class doesn't have enough people to get off the ground.). In the event a class is under billed, you'll have the option of doing it as an hourly, rescheduling for a later class, or simply getting your money back and trying again later.

Maximum Enrollment: Most set rate classes are limited to six people. If you have a whole flock of people who really want to do a class, feel free to call Ross -- he'll see what he can do for you.

Fees: For most set rate classes, the fee is \$100 per person unless specified otherwise. To see what your money gets you, read the class descriptions.

Hourly Classes --

Hourly classes have a minimum enrollment of one person and no theoretical maximum, though our standard billing structure only goes up to five people. Most hourly classes take, on average, just under two hours.

Fees for hourly classes go like this:

Class with Ross or Beau (Cleaning, maintenance, all basic and some intermediate repairs): \$75/hr. for one person, \$65/hr. for two, \$55/hr. for three to five.

Class with John (Advanced repair, overhauling) or Wheel Class with Ross: \$100/hr. for one person, \$85/hr. for two, \$70/hr. for three to five people.

Intro to Frame Building Class

\$800 plus the cost of your custom frame:

This winter we're going to offer something different. We're only going to offer this in the winter, so take note.

Would you like to buy a custom bike frame and watch it being created? How about ask any question you want along the way? This is a class that will give you the opportunity to sit with me or Scott as your custom frame is being drawn on the CAD program and then, on the same day, Dennis or Todd will build your new frame right before your very eyes. That's drawing, cutting, mitering, welding, brazing, machining and alignment all in one 8-hour Saturday.

You can ask any of us any question along the way. It takes years of experience to really build your own frame, but this is a fantastic opportunity to learn about the process from people who have been at it for years. Bring a camera!

Call Dan or Scott to set up for this class (206-527-4822)

Call 206-527-0360

Can You See The Difference?

Without reading the numbers, can you easily spot the differences between the 2 bikes below? I guarantee that if you rode each of these bikes for 10 miles, you would **FEEL** the radical differences between them. At R+E Cycles, we've spent 35 years developing our methods of fitting riders to their bicycles. Over that 35 years, we've had tens of thousands of customers who count on us to keep them comfortable on their bikes. Aside from creating the NEXT-fit™ Bicycle Fitting System, we've also developed an approach to sizing our bicycles that's completely unique in the industry. The bikes below illustrate 2 **very** different fitting bicycles, although they are both designed for riders with the same leg length. In the old days, these bikes would've been considered the same size because the seat tubes are the same length. The untrained eye will see both bikes, and think they are the same size. What makes them different then?


You see, some people have their height in their legs, and some people have their height in their torso. Some people have lots of flexibility, core strength and....well....youth. Some of us are.....let's say wiser, have some old injuries that restrict our flexibility, and our core strength is 'in training'. All of these different scenarios require evaluation before a proper bicycle size is selected. Most manufacturers only offer 5 or 6 sizes. We've found that with so few size offerings, we had to compromise on fit 60~70% of the time.

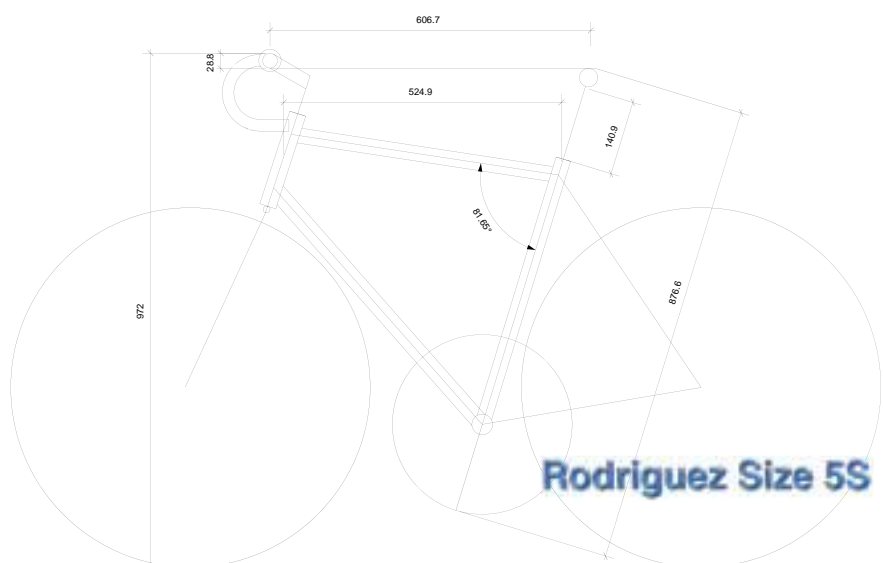
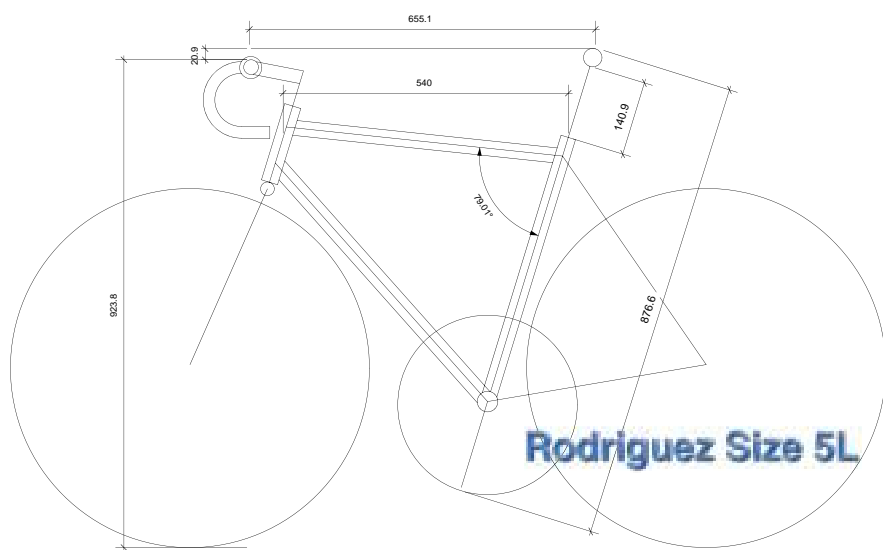
Since the creation of our NEXT-fit™ Bicycle Fitting Software, we've discovered that offering 15 sizes of our production bicycles allows us to fit 90% of our customers without having to compromise. The other 10% can have us build their perfect size for just an extra \$200.

As far as the 2 bikes below: The person who fits comfortably on the 5S, would have all kinds of pains and aches on the 5L (and visa versa). They are two bikes that look the same, would measure the same by the 'seat tube size' standard, but fit completely different customers. How does your bike fit?

If you haven't experienced NEXT-fit™ for your bicycle fit (or have a friend that really should), give us a call and set up an appointment today. Your body will thank you!

You can read more about the evolution of NEXT-fit™ and Rodriguez hand-built bicycles on our website at

 www.rodcycle.com



Only at R+E Cycles

Frigid Digits?

You got the helmuffs because you used the coupon on the front page right? But now your hands are freezing because it's November? Don't worry, we didn't forget about your frigid digits. Use this coupon to save 10% on any pair of winter gloves that we stock. We have Gore and Arius models starting from \$35 ~ \$55. A small price to pay for the toasty comfort.



SAVE 10%

Offer limited to stock on hand. No cash value. Expires 11/30/07

The reports of my demise...

...were greatly exaggerated!

Hello everyone. I am R+E Cycle's favorite rain jacket! I was on a small hiatus last year, but I'm back. I look and act the same,

I just have a different label. I'm now called the Elite (or Touring). I have all features that you've come to know and love: Great ventilation • Waterproof zips • Velcro wrists •

Optional Hood • Hide-a-way back flap

Bring in this coupon and we'll make you any free coffee drink you like when you purchase either the Touring or Elite rain jackets. From \$160



FREE COFFEE DRINK

Offer limited to stock on hand. No cash value. Expires 11/30/07

Hey! Is that a Bike Shop in your pocket?

Maybe not the whole shop, but it's a whole lot! The Serfas Mentor Micro folding tool has 9-functions and is still small enough to fit in your pocket. You'll be able to perform just about any on the road repair and can be the hero of all your riding buddies. It even has a knife blade for gutting fish. Reg. \$20

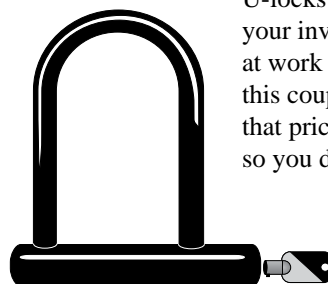


With Coupon \$14.99

Offer limited to stock on hand. No cash value. Expires 11/30/07

U-Lock it or U-Lose it!

U-locks are back and still the safest way to protect your investment! Buy one to leave locked on the rack at work so you don't have to haul it back and forth. 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

Offer limited to stock on hand. No cash value. Expires 11/30/07

Are You Armed?

Arm yourself for winter with a pair of Canyon arm warmers! You'll be warm in the morning, but if it heats up, just whip those babies off and it's just like summer again. Reg. \$30



With Coupon Just \$26.99

Offer limited to stock on hand. No cash value. Expires 11/30/07

Get a Leg Up!

Just like the arm warmers, but for your legs. There's more material, so they're more expensive, that's all. I guess if you have really skinny legs you could wear arm warmers on your legs and save even more \$\$ Reg. \$40



With Coupon Just \$34.99

Offer limited to stock on hand. No cash value. Expires 11/30/07

Smashing Success!

The Rapid Rise of the Rodriguez Rainier Really Rocks!



Since its introduction just 2 months ago, The Rodriguez Rainier has quickly become our best selling model. Maybe it's because the winter is on the way, and folks want something that's fast, light, durable, and easy to mount fenders and a rack on.

The Rainier is perfect for the commuter who doesn't need a front rack set up. Not really a touring bike, but a sport bike that easily accommodates full fenders, and a rear rack. The bike is just about as light as our Sport and SL models, but offers a little more versatility. We're even offering the Rainier Lite (an S3 version of the bike) for a \$600 upgrade, and the Rainier travel version (\$600 upgrade) that fits in a 26"X26" suitcase.

Naming the bike was easy. Mt. Rainier is part of everyday life here in Seattle. You can see it from just about everywhere if you live in the Northwest. A ride around Mt. Rainier in One Day (RAMROD) calls for the rider to be prepared for rain, sun, wind, calm, rain, sun, wind, calm, rain.....you get the idea.

Many of our customers have had us build custom bikes to these specifications, but now we are going to offer the bikes in all of our 15 sizes, 4 colors, 4 decal designs + custom anything you need. Our new product focused manufacturing method makes it all possible (along with an incredibly talented staff).

Prices start at just \$2,199

We offer 4 different kit configurations. See specifications below.

	<u>Rainier Mirage</u>	<u>Rainier Veloce</u>	<u>Rainier Chorus</u>	<u>Rainier Ultimate</u>
Price	\$2,199	\$2,799	\$4,299	\$4,299
Tube Set	OX Platinum	OX Platinum	OX Platinum	OX Platinum
Fork	Carbon Fiber	Carbon Fiber	Carbon Fiber	Carbon Fiber
Shift/Brake levers	Mirage Ergo 9x	Veloce Ergo 9x	Campagnolo Chorus Ergo 10x	Campagnolo Centaur Ergo 10x
Brakes	Shimano Dual Pivot	Shimano Dual Pivot	Shimano Dual Pivot	Shimano Dual Pivot
Bottom Bracket	Campagnolo Xenon	FSA Omega MegaExo	FSA SLK MegaExo	Phil Wood Stainless
Cranks	Campagnolo Xenon	FSA Omega MegaExo	FSA SLK Carbon	DaVinci
Front Derailleur	Campagnolo Champ Triple	Campagnolo Comp Triple	Campagnolo Chorus	Campagnolo Comp Triple
Rear Derailleur	Campagnolo Champ Triple	Campagnolo Comp Triple	Campagnolo Chorus Carbon	Campagnolo Comp Triple
Head Set	Cartridge Sealed	Cartridge Sealed	FSA Orbit X	FSA Orbit X
Hubs	Formula Sealed Bearing	Formula Sealed Bearing	Easton Circuit	Phil Wood Road
Spokes	DT 14G	DT 14G	Easton Circuit	DT Double Butted Stainless
Wheels	Hand-built (3 year warranty)	Hand-built (3 year warranty)	Easton Circuit	Hand-built (3 year warranty)
Tires	Serfas Kevlar Belted	Serfas Kevlar Belted	Vredestein Fortezza	Vredestein Fortezza
Handlebars	Profile H2O	Profile H2O	FSA K-Force Carbon	FSA K-Wing Ergo Carbon
Bar tape	Black Cinelli Cork	Black Cinelli Cork	Black Cinelli Cork	Black Cinelli Cork
Seat post	27.2 Alloy	27.2 Carbon	27.2 Carbon	27.2 Carbon
Saddle	WTB or Planet Bike	WTB or Planet Bike	Fizik Vitesse	Fizik Vitesse

Cover Your Butt!



The Cascadia fenders are a hit here in Seattle. The extra long fender with mud flap provides more coverage than other fenders. They are lightweight, durable, and come in 35mm or 45mm width. Available in Black or Silver. Reg. \$40

Pick up a pair for just \$34.99 at R+E Cycles

Offer limited to stock on hand. No cash value. Expires 11/30/07

Give 'em the Boot!

Got those soggy, cold toe blues? Well, give 'em the boot with a pair of Potenza booties from R+E Cycles. They slip right over your cycling shoes and work with all cleat systems. Reg. \$35



SALE \$29.99
While Supplies Last!

Offer limited to stock on hand. No cash value. Expires 11/30/07

Welcome to the Machine

- R+E Cycles Machine Shop -

If you've been reading our newsletters, then you know that our machine shop is running as smooth as an Avocet Fast Grip bike tire (for those of you who don't get that reference, that's as smooth as it gets). The machine shop is running so well, that we've decided to launch a new business out of it.

Got an Idea?

If you need some machine work done, or know of someone who does, give us a call. We can run jobs this winter, even if they are not related to bicycles.

We've even set-up a web page on our website about the machine shop including a list of our machine capabilities. Visit our webpage, and look at the menu under 'services'.

Some of the products we make are listed to the right. We were able to produce a quality product right here in Seattle to fill a need that the industry was ignoring.

I know those ideas are out there in other industries as well, and we are not limiting our machine shop to bicycle parts anymore. If you've got an idea, and want help getting prototypes made, or you just need someone to produce your part in an affordable fashion, give us a shout.



Bicycle Products That We Make

The Bushnell Eccentric Bottom Bracket

The Bushnell Eccentric is a bicycle part for adjusting chain tension on tandem and single speed bicycles. We now manufacture about 2,000 per year. We make them in batches of 500. It consists of many machined parts. We were able to develop techniques for manufacturing the product efficiently right here in Seattle.



The Trillium Big Squeeze Bicycle Brake

This is a new product that we started just last winter. We make these in batches of 125. The idea had been in our heads for years, but with our machine shop running smoothly now, we put the idea into production. We now produce and sell the Trillium Big Squeeze brakes at a steady pace, and the customers who buy them are thrilled!



The Custom Spoke Nipple Tray

Here's a product that we originally made for fun. It just holds spoke nipples and the tool

for loading them. Bicycle mechanics loved the product, so now we offer them as a product. We make them one at a time as they are ordered.



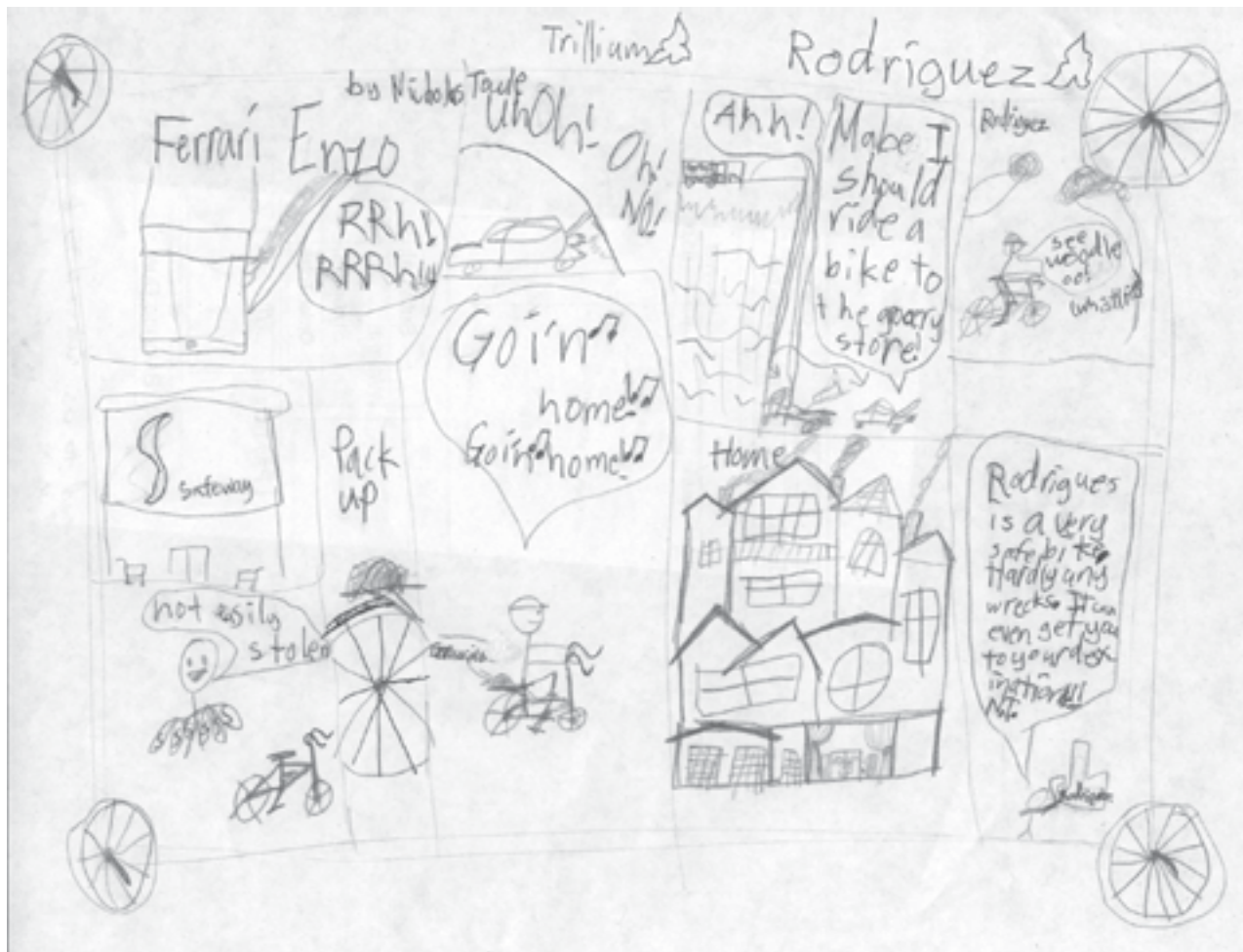
The AL26 Derailleur Hanger

Here's a product that we make in batches of 50. These are a very specialized part that only fit on

a high-end bicycle that was manufactured 20 year ago. There are plenty of people out there who need this part, but not enough demand for a 'space-age' precision shop to make just 50 of these in any affordable fashion.



Nick's Cartoon Corner



Make Your Ideas A Reality



www.rodcycle.com

"Watch out you Ding Bell!"

Ya know, that's just not a very nice thing to yell at someone who's in your way on the trail. How about using a nice little ding bell from R+E Cycles. It's small and light and fits on any handlebar. Reg. \$10



With Coupon Just \$7.99

Offer limited to stock on hand. No cash value. Expires 11/30/07

A Dusk Must



If you don't need a super bright lighting system (see page 3) but you are still riding at dusk, you'll need a head light and tail light. This little system from Pyramid helps cars see you, and gets you home safely. Reg. \$30

With Coupon just \$24.99

Offer limited to stock on hand. No cash value. Expires 11/30/07

Where's t

Seviceable, Durable Components

Remember that old 'where's the beef' commercial from Wendy's? There were a couple of older women looking between the giant buns of one of Wendy's competitor's burgers, inspecting closely under the lettuce and pickles while adjusting their glasses, and then, looking up at the clerk they asked "Where's the Beef?"

The obvious point to the commercial: Wendy's was not skimping where it counted most to the consumer. For the same price, you could get more "beef".

Bikes that need to be really durable:

There's several bike companies that offer high-end touring, travel and tandem bikes (including yours truly) that sell for over \$3,000. Aside from great fit and a well built frame, touring and tandem customers need durability and easy serviceability on their bikes. When extreme durability and easy to service components are called for, there are some areas that bike companies should not skimp on.

Why I wrote this article:

We just sold a tandem to a customer last week, and a conversation with him got me thinking of that old commercial. He was determined to buy a high-end tandem, and shopped for several months. He said he'd compared our bikes to all the others, and ours was the only bike in his price range that came completely equipped with Phil Wood hubs and bottom brackets. I was surprised, as I know our tandem pricing is comparable to the competition, but I always assumed that Phil Wood was the standard spec in the tandem world. It got me thinking and doing some research of my own. As it turns out, he was right. Most tandem manufacturers have chosen to save money and use.....well....let's say...'non Phil Wood' hubs and bottom brackets.

The cost savings for such a decision is phenomenal. For example, if I were to use a Taiwanese produced set of 'house brand' hubs and bottom brackets, I could save about \$700 per bike at the retail level.

Now this got me 'lifting the bun' a little, and adjusting my glasses a bit. If other manufacturers are saving that kind of money by using 'house brand' or 'no name' hubs and bottom brackets, why are their bikes the same price as ours?

I'm a firm believer that the shop you buy from is more important than the bike or parts that you buy. I normally don't like to delve into parts specs, but it did seem worth letting you all know that our commitment to producing the best bikes we can for their intended purposes goes all the way through the bike, including parts selection. At a glance, differing brands of \$3,000+ bikes and tandems may look the same. It's easy to make a bike that looks durable, and expensive, but rest assured there are some big differences between them.

So, let's lift the lettuce, and push the pickles aside and find out "where's the beef?"

Where's the Beef on a bike?

(or Boca for you vegetarians)

Well, in these \$3,000+, 'built for durability' bikes you'll find 'the beef' in several places of importance. For reasons of 'holding the reader's attention' I've limited myself to just a few:

1.) **Buy a shop, not a bike.** Although this article is supposed to be about components, I still have to mention this. Some shoppers are so focused on a bike they read about in a bicycle magazine, or the lowest price they can possibly get, that they miss out on an opportunity to work with great people.

Although there are differences between bikes, the difference between shops is much greater. No matter what brand you end up with, you'll be counting on accessible, good, experienced, mature staff members to make your new bike comfortable, and keep it running smoothly for years after you lay down the big bucks.

You'll want a guarantee that your shop will be willing to work with you for as long as it takes to make your bike right. This is where a good shop that's committed to fit and customer satisfaction can really make riding your new bike fun.

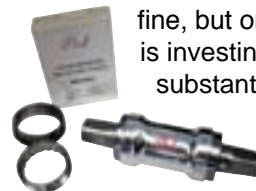
2.) **Frame/Fork.** Of course the frame and fork are important, but this article is about durable, serviceable components...so, I'll shut up and talk about components already!

3.) **Hubs.** On a tandem or loaded touring bike, hubs take an especially rough beating. Hubs often get ignored by the shopper, but it's the next place to look if you're spending over \$3,000 on a tandem or touring bike. It's expensive to rebuild your wheels if the hubs can't hold up, and there are hub manufacturers that make specific hubs designed for tandem and heavy use. Look at the hubs. If they're



a 'house brand', who makes them? Does the hub manufacturer have a track record of decades in the industry, or just years, or maybe months.....have you even heard of the hub manufacturer? For the bike manufacturer, a pair of Phil Wood hubs is roughly **600% more expensive** than 'house brand'.

4.) **Bottom brackets.** This is an area that manufacturers can ignore because a shopper doesn't even see the bottom brackets until a mechanic down the road is showing them the worn out pieces of it. These are the bearings and spindles that hold the cranks onto the bike. There are \$8 options that work fine, but on a high-end bike, intended for heavy use, that someone is investing thousands of dollars into, maybe something a little more substantial would be nice?



The bottom line:

This was a hard article to write, because I could really write about 60 pages on this subject, but that would bore you all to tears.

Our dedication to keeping our bicycle specs at the highest quality possible runs through the entire bike. Scott and I spend several weeks each year trying to hunt down the parts we want to use on the bikes. It's a much more time consuming job than it used to be, but the end result are bikes that reflect dedication to quality that we can stand behind. For instance, the frame materials we choose could be much cheaper if we used an imported 'house brand', but then we wouldn't be using the best, and the bikes would be heavier.

If you look at any of our tandem parts packages, as well as our Ultimate Packages for travel and touring single bikes, you'll see that Phil Wood is all over them. This is a MAJOR cost upgrade over the competition's offerings.

Phil Wood products are made in America and have a track record of decades. In fact, they started in 1971 (2 years before we started up even). I see tandems come in the shop that are 20 years old and have their original Phil hubs and bottom brackets still functioning smoothly.

Basically, we select the parts for our bikes like we would want them spec'd if we were spending the money. When a bike calls for extreme durability, that means that we have to use Phil Wood hubs and bottom brackets, regardless of cost.

So, if you are shopping for that durable, serviceable, go anywhere touring or tandem bike, would you rather have 'The Beef' (Boca for you vegetarians), or would you rather have 'fillers and additives'?

Thanks for reading -Dan



Every Rodriguez Tandem (from \$3,899) comes standard with Phil Wood hubs, and all but one model come standard with Phil Wood bottom brackets.



Our Rodriguez Rainier Ultimate Randonneur bike, our Rodriguez Adventure Ultimate Touring bike, and our Willie Weir (with Ultimate Package) all come With Phil Wood hubs and bottom brackets.

(\$3,199 ~ \$3,799)



the Beef?

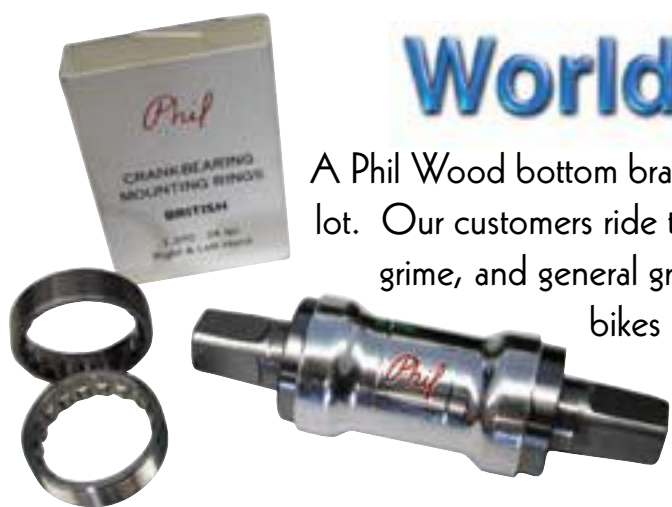
and the bikes they should be on

Our Buddy Phil



Phil Wood hubs are the most durable hubs on the planet. This season we've seen a huge increase in the sales of these American made, exceptional hubs. Commuters, tandem riders, and bicycle tourists all can benefit from these trouble free, sweet looking hubs. They come complete with a 5 year parts and labor warranty....even if you're slogging through last winter. \$550 pair (Save 10% if you own a Rodriguez)

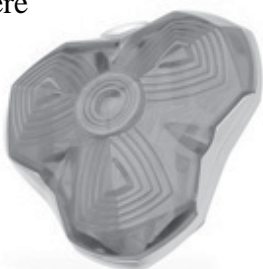
World's Top Bottom Bracket



A Phil Wood bottom bracket is the best way to upgrade just about any bike that's going to be ridden a lot. Our customers ride their Rodriguez bikes a lot. We see them in the repair shop everyday with mud, grime, and general grit all over them. Some people say "those bikes look awful" but I say "those bikes look great!" An American made, Phil Wood bottom bracket will give you years of trouble free cycling. Phil Wood sets the standard for quality in the industry when it comes to durable bearings. Price starts at \$160 (Save 10% if you own a Rodriguez)

Big and Bright!

No little apologetic, 'you don't know I'm here' kind of light. The Mars 2.0 is a flashing tail light that's big, bright and not afraid to admit it! It bolts right to your rear rack and won't bounce off. You don't use a rear rack you say? No problem, it comes with a belt clip too. Reg. \$20



With Coupon Just \$15.99

Offer limited to stock on hand. No cash value. Expires 11/30/07

Little and Brighter!

Now this is weird don't you think? The Mars 3.0 is littler, but it's even brighter. Who's bright idea was that? It comes with a belt clip, but doesn't bolt easily to your rack like the 2.0. If you really must have a small, itty bitty light that packs a big punch, this should be the one. Reg. \$20



With Coupon Just \$17.99

Offer limited to stock on hand. No cash value. Expires 11/30/07

We Never Tire.....

...of installing new tires! C'mon, give us a try and you'll see. We're so anxious to install a new set of tires on your winter commuter that we'll even set you up with a 15% discount on any Serfas tires that we have in stock. Reg. from \$25



**With Coupon
SAVE 15%**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 11/30/2007

You're On The Air!

Now you can be a star! You don't need years of acting lessons either. All you need is a new floor pump and you'll be the star of your riding group. Use this coupon to pick up a Planet Bike Ozone ST floor pump for just \$28.99 and whip those tires into shape without expending too much effort. Reg. \$34.99

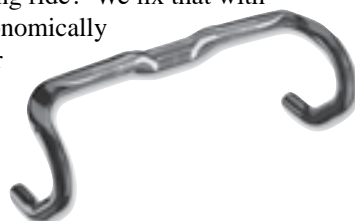


SAVE 20%
With Coupon Just \$28.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 11/30/2007

Pins and Needles

So you've had your bike professionally fit but you're still experiencing pins and needles in your hands during a long ride? We fix that with FSA K-Wing handle bars. These bars are ergonomically shaped to fit the human hand, and designed for shock absorption. Reg. \$550 installed



**With Coupon Just
\$450 Installed
SAVE \$100**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 11/30/2007

High Tail it

to R+E Cycles for this deal! The High Tail rear bag from De-tours gives you lots of storage space and is removable at the push of a button. All features you need for light winter commuting! Reg. \$80

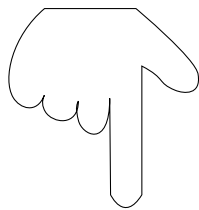


**With Coupon Just
\$69.99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires 11/30/2007

Special Offer

Only Through
November



Invest in Precious Metals
Earn 10% Instantly!

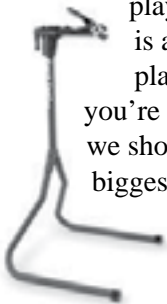
Here's a deal you won't see very often. This November, we're going to offer you the chance to earn 10% on your money instantly. We're going to make up a number of \$1,100 gift certificates and sell them to you for \$1,000. It's as simple as that. You buy the certificates for \$1,000 each, and we'll honor them in the store for \$1,100 worth of merchandise later. It's a great deal if you are planning on buying someone a bicycle or a high-end pair of wheels for a gift, or even if you want to use them for yourself.

**We will limit them to
3 per customer.**

We will only be offering them for sale through November of this year. They can be redeemed for merchandise anytime you like.

I'm not a Bike Mechanic....

...but I play one at home. We all know someone who likes to play Bike Mechanic at home. Unfortunately, where there is a lack of the proper tools, expletives will take their place. If you'd like to reduce the amount of expletives you're subjected to during a Home Bike Mechanic session, we should set you up with the Park PCS-9 bike stand. It's the biggest of the bike tools, and as such, should displace the most expletives. Reg. \$120



\$109 With Coupon

Offer limited to stock on hand. No cash value. Expires 11/30/07

Feet of strength...

...and comfort! Use Superfeet to make your feet feel resilient and comfortable all day long. You don't have to limit these to just cycling shoes, I wear a pair in my everyday boots as well. Reg. \$35



\$29.99 With Coupon

Offer limited to stock on hand. No cash value. Expires 11/30/07

One Trick Pony! Fly Away!



**It seems that several of our customers
have disappeared this summer!**

Not to worry though, they've been returning with some remarkable stories of their experiences. It seems that they were disappearing to places like France, England, Spain, Italy, Boston, New York state, etc.... They took their lightweight, high performance Rodriguez bicycles with them. They spent the days cycling the countryside, and the evenings enjoying whatever culture the area had to offer.

The bike that made it all possible? The new, American made, Rodriguez Houdini line. The Houdini is not a touring bike, but a high performance Sport/Race bike that breaks down easily to fit into the same 26"X26" suitcase (sold separately) as our famous 'Ultimate Travel/Touring Bike'. This enables you to fly with your bike anywhere, and avoid the charges and nuisance of hauling your standard bike.

If you're a bicyclist who wants to travel with your bike for business or pleasure, but you still want to travel light, this bike is for you! It's the perfect bike for fast and light day touring while continent hopping.

The frame is made from comfortable, lightweight OX Platinum tubing, and comes in 4 different paint options at no extra charge. Custom paint jobs or colors are also available. If that's not enough, we have 4 different decal options to choose from as well. It is available in 15 production sizes to fit men and women, as well as custom sizing for a \$200 upgrade.

So, if you'd like to become an escape artist and perform your own disappearing act, why not give us a call to talk about the new Houdini bicycles from Rodriguez?



	<u>Houdini Mirage</u>	<u>Houdini Veloce</u>	<u>Houdini Chorus</u>
Price	\$2,699	\$3,299	\$4,799
Tube Set	OX Platinum	OX Platinum	OX Platinum
Fork	Profile Carbon Fiber	Profile Carbon Fiber	Profile Carbon Fiber
Shift/Brake levers	Mirage Ergo 9x	Veloce Ergo 10x	Chorus Carbon Ergo 10x
Brakes	Tektro Dual Pivot	Campagnolo Veloce	Campagnolo Chorus
Bottom Bracket	FSA Omega MegaExo	FSA Omega MegaExo	FSA SLK MegaExo
Cranks	FSA Omega MegaExo	FSA Omega MegaExo	FSA SLK MegaExo
Front Derailleur	Campagnolo Champ Triple	Campagnolo Comp Triple	Campagnolo Chorus
Rear Derailleur	Campagnolo Champ Triple	Campagnolo Comp Triple	Campagnolo Chorus
Head Set	Cartridge Sealed	Cartridge Sealed	FSA Orbit X
Hubs	Formula Sealed Bearing	Easton Vista	Easton Circuit/FSA RD-400
Spokes	DT 14G	Easton Vista	Easton Circuit/FSA RD-400
Wheels	Hand-built (3 year warranty)	Easton Vista	Easton Circuit
Tires	Serfas Kevlar Belted	Serfas Kevlar Belted	Vredestein Fortezza
Handlebars	Profile H2O	Profile H2O	FSA K-Force Carbon
Bar tape	Black Cinelli Cork	Black Cinelli Cork	Black Cinelli Cork
Seat post	27.2 Alloy	27.2 Carbon	27.2 Carbon
Saddle	WTB or Planet Bike	WTB or Planet Bike	Fizik Vitesse

**Read more about all of our travel bikes
and other bicycle and tandem offerings at**

www.rodcycle.com

**While your there, don't forget to take
a gander at our Customer Scrapbook!**



Miles and Miles of Smiles

If you frequent the shop, then you have seen Smiley. If you've purchased anything over the last few years, chances are that he was your salesperson. I thought it was about time that we let you know a little more about him.

Where did you grow up?

Tri -Cities in Eastern Washington. But since then I've lived everywhere with cool mountain bike trails.

How did you get the nickname 'Smiley'?

When I lived in Hawaii I was working at a place called Hawaiian pedals. I used to park my bicycle against a fence outside of the shop. A local Hawaiian ukulele player, who lived in the house above the shop, kept asking why I parked my bicycle there. Eventually we got to know each others and he gave me the nickname Smiley. He said "when I give away a nick name, it always sticks".

What was your first bike?

Schwinn Predator (dumpster found).

What was your first bike job?

Century Cycles in Bend Oregon.

What kind of things do you like to do in your spare time?

Camping, rafting, climbing, road and mountain biking, hiking, just about anything outdoors that's fun.

When Smiley first started, Marcie (my wife and the stores book keeper) hadn't met him. She had seen a lot of different paperwork and notes with 'Smiley' written on them, and heard us talking about Smiley. When she came into the store one day, she saw him and knew right away that he was Smiley. I've heard that from others as well. He always has a smile on his face.

Smiley has been in the bike industry since he was 16 years old. He's a lot older than that now (the first number's a 3), although he prefers the term 'more experienced'. He's been with R+E Cycles as a fitting professional for 8 years and counting, and has become an integral part of our business. We're blessed to have him, as well as all of the great employees that work here.

Now-a-days, Smiley performs most of the fitting work and is most likely to answer the phone when you call for an appointment.



Ride and Eat!

Did you know that in 1986, Angel Rodriguez declared officially that R+E Cycles stood for Riding and Eating? He even passed out 10,000 refrigerator magnets to STP riders to announce the fact.

In that tradition, here's your chance to do some riding and eating this winter. If you come into the store wearing your gear, obviously dressed from a ride, we'll set you up with a Pro Bar and a coffee drink (or hot chocolate) of your choice for just \$3.

This offer good through Dec. 31st 2007

Warm up this winter with R+E Cycles!

Never heard of a Pro Bar?

Pro Bar is the new bar on the block. They are made of all organic ingredients and will pick you back up from that bonked out state in style. It is a delicious recipe that tastes great, and tastes even better warmed up. Just ask us to heat it up for you, and you'll enjoy it even more.



You're slower than molasses in January!

That's about the last thing you want to hear from your riding buddies as they wait for you to change your flat tire. Next time, instead of force feeding them your muddy, wet wheel, why not use the Crank Brothers Speed Lever? This handy tire lever uses the axle as a pivot to help guide the tire off and then back on with minimal effort. Drop by the shop for a demonstration. We'll even sell you one for just \$7.99. If you're the friend with the mouth full of wise cracks, wouldn't you rather just have a Speed Lever to loan out to your 'slow friend'? We guarantee they taste better than a muddy wet tire. Reg. \$10



Just \$7.99

Offer limited to stock on hand. No cash value. Expires 11/30/07

Tube be or Not Tube be

OK, no complaining! You got a pun, and it has the word tube in it twice. Suffice it say, that the 3 for 10 is not tube be, but we're going to set you up with a 3 for \$12. If you do the math, what's 12 divided by 3? Hmmm.... I think that calculates into savings!



Reg. \$5 each

Tubes 3 for \$12

Offer limited to stock on hand. No cash value. Expires 11/30/07

It's in the bag!

Most trunk bags, even great big ones, seem just a little too small when you need to carry that something extra. The Topeak MTX Bags look like regular trunk bags until you need that extra space. They have panniers that zip out from the sides to provide plenty of extra room for what ever it is that you need to carry that just doesn't quite fit in the bag. We carry 2 sizes that run from \$70 ~ \$90. Use this coupon to save 15% on either size.



SAVE UP TO \$13.50

Offer limited to stock on hand. No cash value. Expires 11/30/07

Phil Your Bike

with quality! We're going to make it easy for you. We'll build your new wheels for 1/2 the reg. labor charge when you purchase a new set of Phil hubs at R+E Cycles. C'mon....we know you want them, and we'd love to build you a set. All of our handbuilt wheels come with a 3 year parts and labor warranty.



SAVE \$75

Offer limited to stock on hand. No cash value. Expires 11/30/07

At Your Service!

It's very rare that we put service packages on sale in the repair shop. I need a good coupon though, and everything else was used up, so this ought to get some attention. Use this coupon to get 10% off of a Seasonal Overhaul package at Seattle Bike Repair. Reg. \$290



SAVE 10% With Coupon

Offer limited to stock on hand. No cash value. Expires 11/30/07

Ditch the old bag!

The Sunlight Gator Gripper 3 seat bag is a 'back to basics' seat bag with only one fancy feature. It expands from medium sized to medium plus with a simple zip. Other than that, this is the good old seat bag that you knew and loved in the 1980's. If you just want simple, here it is.

Reg. \$20

\$17 With Coupon



Offer limited to stock on hand. No cash value. Expires 11/30/07

There's Bike Fit, and then There's NEXT-fit™



You've probably heard of the NEXT-fit™ Bicycle Fitting System. Since its introduction at last year's Seattle Bike Expo, it's become one of the most visited pages on our web site (just behind 'contact information')! We're excited about it, and we're glad you are too.

What's all the excitement about?

Last winter, we used our machine shop to create the most advanced adjustable fitting machine ever developed. Scott and I spent the winter before that perfecting our NEXT-fit™ software.

This season those 2 monumental developments melted together to become the NEXT-fit™ Bicycle Fitting System from R+E Cycles. What it represents is 35 years of professional bicycle fitting and 35 years



of custom bike building merging together into one method of bicycle fitting that ensures comfort for the rider no matter what size or riding style. NEXT-fit™ software compares your fitting measurements (arms, legs, torso, foot, thigh, shoulders and hands) to the data from over 12,000 of our satisfied customers to suggest a possible riding position for your riding style.



Then, the NEXT-fit™ Adjustable Fit Machine takes the guess work out of fitting with 'on the fly' adjustments while you're riding (no cool down, warm back up stuff). We can even adjust the crank arm length. Did you know that crank arms come in several different sizes for different sized people?

Always try before you buy:

Most people don't know that handle-

bars are an important part of fitting. Bars come in many different widths, drops, bends and shapes to fit different people. Using the NEXT-fit™ Adjustable Fit Machine allows the rider to try many different handlebar styles and widths during their fitting session. In other fitting methods, the rider just has to trust the fitter's guess on what bars will be most comfortable, or worse, the bars are completely ignored as part of the fit process. If you haven't tried different sizes and styles of bars during your fit session, then your fit session was not complete.

How many saddles did you have to buy?

I used to have a collection of saddles in my garage that grew higher every time I wanted to try a new saddle. It usually takes about 3 or 4 to find the perfect one. Well, at \$60 to \$150 per seat, that adds up.

At R+E Cycles, we consider pedals and saddles to also be an important part of comfort and fit. A NEXT-fit™ session will allow the rider to try as many saddle and pedal styles as they want. Realize that the biggest part of being comfortable is trying positions and equipment out for yourself.

The fitter should use their knowledge of cycling to make adjustments to the fit bike, and their inventory of cycling products to help guide you to the bars and seats that will be comfortable to you.



"I see our time is up for today"

You'll never hear that during a NEXT-fit™ session. No matter how accurate we get the comfort on the fit bike, sometimes you'll find that the seat, bars or pedals you chose don't work as well in the long run as you'd hoped. Not to worry though. At R+E Cycles, comfort is guaranteed, and you can exchange any of these items for something different and get full credit back. A NEXT-fit™ session has no time limit, and once you've had a full session with us, you can come back for follow up visits at no charge. We know that your fit evolves as your strength increases, or if you suffer an injury. In short, when you buy a NEXT-fit™ session with us, you've bought the whole shop!



Who can benefit from NEXT-fit™?

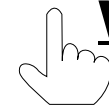
1.) Anyone who wants to be comfortable on a bicycle! If you're not comfortable on your bike, you're not riding as fast or efficiently as you could be. We perform thousands of fittings per year here at R+E Cycles, and a comfortable fit is something we guarantee.

2.) Any fitting professional who wants to offer the most advanced services to their clients. The NEXT-fit™ System is a professional's tool, and is being made available for purchase to qualified fitting experts.

I have so much to say about the NEXT-fit™ system but it just won't all fit in the newsletter. If you would like to read more about this revolutionary method of fitting bicycles, visit us online at:



www.next-fit.com



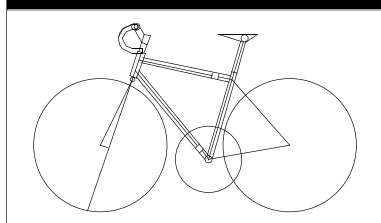
Be a Good Friend!

Get comfortable before you spend the winter on a trainer. If you would like to be more comfortable on your bike, or if you know someone who would like to be more comfortable on theirs, here's your opportunity! Use this coupon to save 15% on any of our NEXT-fit™ services through the month of December.

SAVE 15%

This offer will end on
December 31st, 2008.

NEXT fit™



Fit Services

NEXT-fit™ computer recommendation \$35

This service is good for satisfying your curiosity. We will perform all of the body measurements, and print out a computer recommendation of a good 'starting point' for bike sizing for the type of riding you enjoy.

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