

February 2001



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

THE NEWSLETTER OF CYCLING VALUES! FEBRUARY EDITION 2001

3-DAY SALE!!!

FRIDAY, MAR. 2 12-7, SATURDAY MAR. 3 10-6, SUNDAY MAR. 4 11-5

We've spent the last 2 months hunting down fabulous deals on bicycle clothing and accessories!!

Now we're making these deals available to you during our 3-day sale to kick off the '01 cycling season!!

Check out the great values on clothing, roof racks, panniers, pedals, pumps, and more!!

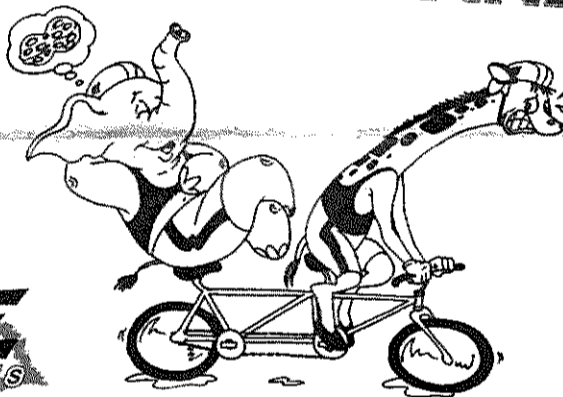
DON'T MISS THESE SAVINGS!!

ALL CLOTHING
70 - 75% OFF!!!
AND ACCESSORIES

WIN A

\$2300

RODRIGUEZ TANDEM



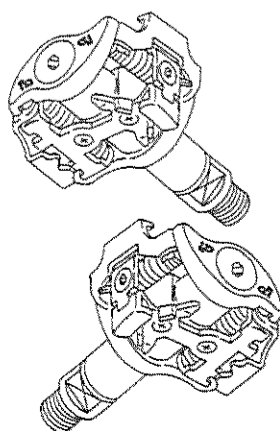
No strings attached. Just fill out the sign-up form below, stop by our 3 day only sale (March 2, 3, 4) and drop your entry form into the box. We will pull one lucky winner and we'll treat you just like you were buying it. We'll fit you, teach you to ride it and answer all of your questions. That's right, we are giving away a RODRIGUEZ TEST PILOT to one lucky person. Be sure that your name is in the box.

One entry per customer. Drawing will be on march 5th

FREE CLIPLESS PEDALS!!!!

The first 10 people each day to bring in this coupon during our 3-day sale (March 2, 3, 4) will receive a pair of Wellgo Clipless pedals with any \$25 purchase! That's a \$49 Value!!

FREE IS A VERY GOOD PRICE!



No cash value, limited to one coupon per customer. Offer only good during sale

PSRST STD
U.S. Postage
PAID
Permit No. 12977
Seattle, WA

WIN A TANDEM SIGN-UP FORM

Address (if different from below)

Phone Number

e-mail



3-DAY SALE!!!

FRIDAY, MAR. 2 12-7, SATURDAY MAR. 3 10-6, SUNDAY MAR. 4 11-5

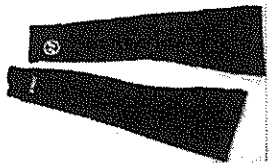
BULK INNER TUBES

27X1 1/8" Schrader Valve
SALE .99¢ each
 reg. \$5

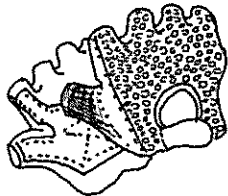


LEG WARMERS

JUST \$32.99
 reg \$40



RODRIGUEZ
 Classic Mesh Gloves
SALE \$9.99
 reg. \$15



RODRIGUEZ
 Holy Cow! Gloves
SALE \$13.99
 reg. \$20



RODRIGUEZ
 Gel Comfort Gloves
SALE \$24.99
 reg. \$33



SALE SPECIALS

LATTE LOCKS

Lightweight cable lock
SALE \$5.99
 reg. \$10



LOOK CLEATS

Black or Red
SALE \$12.99
 reg. \$16



SHEBEST CLOTHING

the best womens clothing
 we've ever found!!

Jerseys \$40

reg \$62

Shorts \$40

reg \$72



HURRY!! ALL SALE SPECIALS ARE LIMITED TO STOCK ON HAND!!

3-DAY SALE SPECIALS

OUR PAIN IS YOUR GAIN

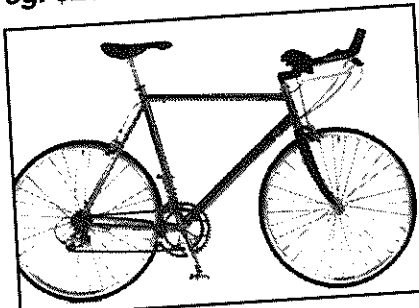
PICK UP ONE OF THESE HIGH END SPECIALS AT LESS THAN OUR WHOLESALE COST!!!

TITANIUM TRIATHLON BIKE
Mongoose 9.7
SALE \$1699.99

Fully decked with aero bars and
 Shimano Ultegra components!!!
 reg. \$2600

Inventory # 215490
 Size 54cm

Hurry!
One only!!



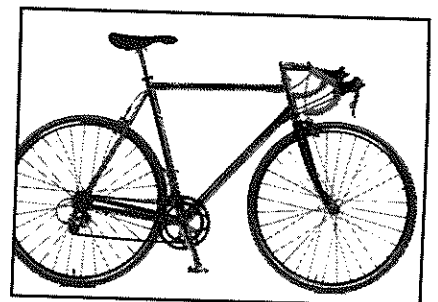
TITANIUM ROAD BIKES
Mongoose 10.9
SALE \$1699.99

There are 2 of these. The 50cm bike is equipped with Campagnolo
 Veloce, and the 54cm is equipped with Shimano 105
 reg. \$2600

Inventory # 215278
 Size 50cm

Inventory # 215279
 Size 54cm

Hurry!
These will
move fast!!!



HURRY!! ALL SALE SPECIALS ARE LIMITED TO STOCK ON HAND!!

THE BEST BIKES FOR 2001

EXCITING BIKES AND HOT PAINT JOBS FOR 2001

WE HAVE THE BEST CUSTOMER'S IN THE WHOLE WORLD!!

THANK YOU FOR SHOPPING AT R+E CYCLES!!

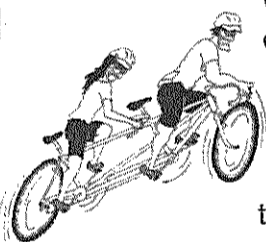
We have had a banner year in 2000 and look forward to another one in the year 2001. It's because of all of our customers who have told their friends about us. You may have noticed that we don't advertise anywhere, and that is because we have discovered that our new customers are coming to us through word of mouth from their friends. On any given day, we know at least half of the folks that walk into our store, by name. That is what makes it so fun to work here!

Whenever we complete a sale, whether it is for a custom tandem or an inner tube, we try and say thank you. However, we want to extend a deeper thank you, not just for your shopping here, but for taking the time to tell your friends about us. We believe that is what is helping us make many of the new customers that we have made over the past few years.

Thank you again - Estelle and Dan

Our line of RODRIGUEZ bikes has been very successful for us. We keep selling more and more of them each year and we keep getting thank you notes, sweets and other things in appreciation. So you'll see them again in 2001 with some exciting changes.

THREE FOR TWO



We are excited to produce three models of tandems for 2001. The **Test Pilot**, the **Toucan** and the **Toucan Softride** have been so popular and well received that we won't be changing much (except for a few component upgrades) on them this year! Why mess with a good thing?

The **Test Pilot** is the ticket if you want a handbuilt tandem with a department store price! This is a top of the line frame with handbuilt 700c wheels, an adjustable stoker stem, **SHIMANO** drivetrain with bar end shifters. Imagine owning a RODRIGUEZ tandem for only \$2299.

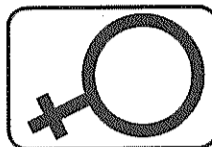
Two can have lots of fun on our **RODRIGUEZ TOUCAN**. This is our handbuilt frame, complete with oval top and boom tubes, and your choice of 26" or 700c wheels. It's the design we have been famous for, for the last 26 years! Add a **Campagnolo** cranks and drivetrain, adjustable stoker stem, Hope hubs and an elegant paint job and you'll be riding the best production bike made! \$3499.99 gets you out the door together!

For the stoker who wants the cushiest ride possible, you'll want our **Toucan Softride**. It's the same frame geometry and parts group as the Toucan, it just includes the Softride Beam. No one has ever complained that the bike we sold them was "just too darn comfortable!"

And as always, or at least since 1973, if you want a custom bike, we're the place to come to. We have state of the art measuring tools, and an adjustable fit bike. We'll spend time talking with you (answering and asking questions), we'll observe you on your current bike if you have one, and we'll work together to make sure you get the perfect bike for your needs. Our lead time is about 8 weeks and our price for a complete custom built bike, ready to ride, begins at only \$1600.

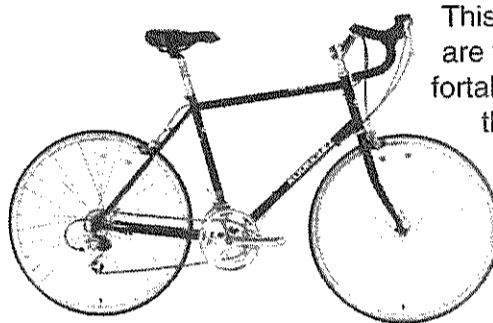
It's affordable to own a RODRIGUEZ bicycle, handbuilt in Seattle!

THE WORLD FAMOUS STELLAR



Don't want to be the last one up the hills? Our women's bikes, the **STELLAR**, is a bike with nothing else even like it. The smaller geometries, lighter wheels and incredibly comfortable fit is back in 3 different models.

We offer the **Stellar Sport** with **SHIMANO** Sora components for **\$1099** or a sport bike with **Campagnolo** Mirage for **\$1399**.



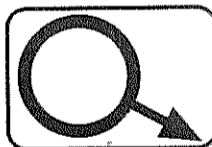
This is the bike you want, if you are tired of riding on an uncomfortable bike and want something that fits and climbs hills easily.

For those of you who want to do some touring or have a wider tire we offer the **Stellar Touring**

model. This bike is also available with either of the component groups for the same prices as the sport models!! You can tour the San Juans, take it to Europe or just bounce around on the pot holed streets of Seattle.

New this year, is our women's **Stellar Racing** designed with Wonder Woman in mind. It's an all out, "betcha' you can't catch me" bike! Super light True Temper OX Platinum tubing shaves weight, an aluminum fork lightens it even more, and the **Campagnolo** Veloce group performs flawlessly. The Kameleon paint job is a real head turner. *You can have it all for \$1799*

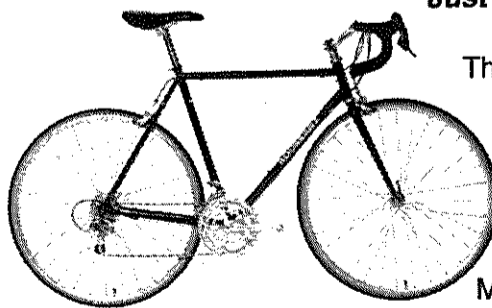
FOR THE GUYS!



Our mens' bikes the Rodriguez Arrow Sport and Adventure Tour are back along with a new model, the Arrow Race. All three of the models are meticulously handbuilt, handpainted, and hand assembled here in Seattle.

The **Rodriguez Arrow Sport** features double butted True Temper tubing which we have ovalized at the bottom bracket to reduce the frame's flex. We include **Campagnolo** Mirage equipment with a triple crankset, and handbuilt wheels. It's a comfortable versatile bike that is perfect for a full day's ride.

Just \$1399



The **Rodriguez Adventure** is a full on touring bike with rack braze ons, cantilevers, clearance for wider tires and low gears. The **Campagnolo** Mirage equipment is durable and touring friendly. The Asphalt

Black paint matches anything and your bike won't scream "steal me", no matter where you're at. **Just \$1399**

The Racing model is an all out, kick ass, go fast, testosterone charged, machine. This is the bike Popeye dreams of! (It's the next best thing to spinach.) Handbuilt with True Temper OX Platinum (made in the USA tubing), **Campagnolo** Veloce equipment, handbuilt go fast wheels and a Ferrari Red paint job, it's ready to be at the front of any pack. *There's nothing else like it for \$1799.*

ESTELLE'S BIKE CAMP FOR WOMEN



ESTELLE GRAY AND RODRIGUEZ BICYCLES ARE CONDUCTING WOMEN'S CYCLING CAMPS!



The basic camp will be offered at 3 different times, Dates: June 8, 9, 10 July 27, 28, 29 Aug 3, 4, 5. This camp is designed for women who want to ride their bikes more efficiently. We'll focus on understanding your gears so that you can ride faster and further more easily. We'll concentrate on making the hills feel easier and help you improve your bike handling skills. We'll cover topics such as efficient gear shifting, cadence, injury prevention, proper bicycle fitting and technique, and learn how to fix a flat. You'll have an opportunity to try clipless pedals if you'd like and you'll learn how to work with a cadence computer.

We welcome riders of all ages, abilities, fitness levels, and bike types. The material is designed for the woman who wants to gain a better understanding of her bike, as well as for those who are going to ride STP and other such rides. You don't have to be in shape to do this camp!!!!!!

July 27, 28, 29 will be a 'two level' camp. A more advanced level will be co-taught by author, triathlete, Sally Edwards. In this session we will assume that the riders already know how to shift their gears and we will focus on riding in the proper gear according to your heart rate. In the advanced level, you'll learn the ins and outs of training and riding with a heart rate monitor, as well as how to design an effective training program for yourself. We'll work on bike handling skills by learning to ride on "rollers" and then we'll go out and practice drafting. We'll also teach drills that will get you stronger and faster.

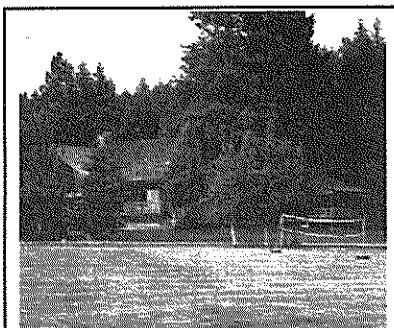
All of the camps are held at the scenic Mountain Springs Lodge, outside of Leavenworth, WA. The food is gourmet and abundant, the setting is magnificent and the camaraderie can not be defined!

Cost of the camp is \$469 and includes: 2 nights lodging (single beds, 4 to a room) • 6 meals (Fri dinner thru Sun lunch) • Snacks and soft drinks • Instruction and all materials • Use of a cycling computer with cadence function or heart rate monitor.

INSTRUCTORS



Estelle Gray - Owner of R+E Cycles and tandem world record holder
Julie Johnson - Physical Therapist
Miki Douglas - Professional Mountain Bike Racer
Sally Edwards - Professional Triathlete and author of several training books



THE FACILITY



TRAINING CAN BE FUN!

To sign up:

Name _____ phone(s) _____

Address _____ e-mail _____

city, st. zip _____ Date of camp _____

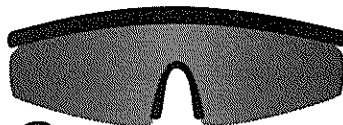
Form of Payment:

Check enclosed Credit Card # _____ exp. _____
 Type of card: Visa MC Discover

We will send follow up confirmation with detailed information
 To receive further information e-mail us at Estelle@RodCycle.com or leave a message at 206-527-8931 ext:911

SHADY DEAL!

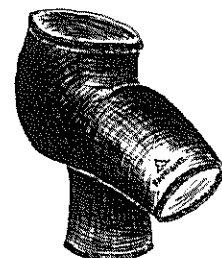
SUNGLASSES
 Get 2 pair for the price of 1
only \$19.99
 For 2 pairs!



Offer good with coupon only. No cash value. Limited to stock on hand. Expires March 31, 2001

COMING UP SHORT?

Get a pair of Rodriguez Cycling Shorts for just \$29.99
 Reg. \$40
ONLY \$29.99



Offer good with coupon only. No cash value. Limited to stock on hand. Expires March 31, 2001

HOT DEALS!

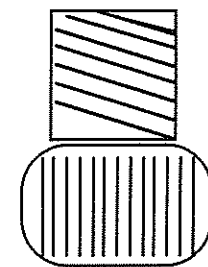
Use this coupon to save 25% on any winter tights or long sleeve jersey in stock
25% OFF!!



Offer good with coupon only. No cash value. Limited to stock on hand. Expires March 31, 2001

FRUSTRATED BY PRESTA VALVES?

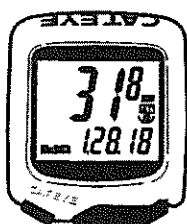
Frustrated by Presta Valves? You know that skinny kind that you always bend and don't always have a pump for? Get an adapter and then you have a traditional valve. And get one **FREE** with any purchase of \$5 or more. Regularly a buck.



Offer good with coupon only. No cash value. Limited to stock on hand. Expires March 31, 2001

HOW MUCH FARTHER IS IT?

How much farther is it? Track your mileage, time and distance with a Cateye Velo 2 computer. This computer is durable, reliable and offers you the most commonly asked for pieces of information (distance, elapsed time, speed, cumulative mileage, average speed and time of day). Get one while it is at our lowest price...ever.



Only \$17.99

reg \$26

LIMITED SUPPLY

Offer good with coupon only. No cash value. Limited to stock on hand. Expires March 31, 2001

LOUSY SHIFTING?

Clean your chain and gears and you'll be amazed and how much better your bike performs. And we have just the cleaning solvent for you! Park Chainbrite has been formulated especially for bicycles. Clean your chain and you can skip a day of training!

SALE \$4.99

Reg. \$6.99



Offer good with coupon only. No cash value. Limited to stock on hand. Expires March 31, 2001

DOES SIZE MATTER?

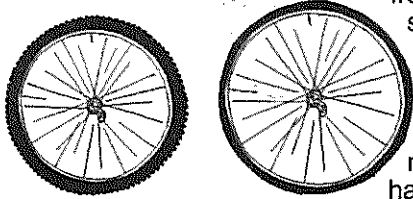
BIG WHEELS = FAST WHEELS??

Mountain bike technology has introduced the bike world to a lot of new ideas. One of them being the acceptance of smaller (26" or 650c) wheels. This size is becoming common on smaller bikes because it allows the top tube to be very short without the pedal overlapping the front wheel. In the last few years, we have been building more and more road bikes and tandems with 26 inch (often referred to as 650) wheels.

A 26 inch wheel is about 1 inch smaller (about 2 inches smaller with road slicks) in diameter than a 700c (the common size road bike wheel). On smaller bikes, that 2 inches sometimes allows us to build the bicycle to the perfect size for the customer without sacrificing performance. 26 inch wheels are not only used on small bikes though, I am 6 feet tall and I ride a racing bike and a tandem both with 26 inch wheels. It is also the choice of triathletes who's main concern is about "going fast".

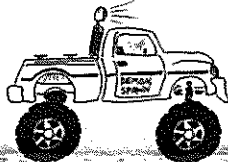
Often, a customer will ask for the larger size wheels, even if the smaller wheels would allow us to build the bicycle to a more optimum geometry. It seems that some people believe that larger wheels = faster wheels. Some people think that because 700c wheels are the 'standard' for road bikes, 'they must be better'.

One standard that has 'more or less' held for the last decade are wheel sizes. The 'standard' road bike has 700c (the successor to 27") wheels. The 'standard' mountain bike has 26 inch wheels (inherited from the old balloon tire cruiser). It seems that many people make a connection that goes something like this:



"Mountain bikes are slower than road bikes, and mountain bikes have smaller wheels. Therefore, 'smaller' wheels equal 'slower' bikes, at least on the road."

Using that same logic, we can assume that a monster truck is faster than a Porsche, or a School bus is capable of higher speed than a Jaguar e-type. Do these assumptions sound ridiculous to you? If not, I've got a swamp I'd like to sell you.



The engine in the monster truck is more powerful than the Porsche's engine. The wheels are certainly larger (2 to 3 times larger). What makes the Porsche faster than a monster truck? For one thing the Porsche is lighter. It is designed with more responsive handling. But most of all, it has gears that will accelerate the car to higher speeds even with the smaller wheels. Can the same be true with a bicycle? The answer is yes. Road bicycles, regardless of their wheel size, are designed lighter, more responsive. and they are geared for the road.

A road bike, or tandem bike with 26 inch wheels is geared to travel at the same speed as a bike with 700c wheels. The answer lies in gear inches. 'Gear inches' is a means of measuring the relative number of inches travelled forward per crank revolution. The higher the 'gear inches' the more distance travelled per crank revolution. A road racing bicycle in its fastest gear, is usually geared to about 110 'gear inches'. This is true no matter what size the wheels are. My road bicycle has 26 inch wheels, and my top gear is 112 inches. If I have a 112 inch gear, and I'm pedaling at a cadence of 90 revolutions per minute, I will

- Something every bike guru should know -



be travelling forward at about 30 miles per hour no matter how big my wheels are....same cadence, same effort, same calories burned, same panting and wheezing, no more or no less fun.

Below are a few standard gearing patterns that are used for 700c and 26 inch road wheels.

	Front Gears	Rear Gears	Gear inches	
			Highest	Lowest
700c wheel	52/39	12-24	116 inches	43 inches
26 inch wheel	54/40	11-23	122 inches	43 inches

To calculate your gear inches, you'll need to measure your wheel diameter from the ground to the top of the tire in inches. Then you can use this formula:

Front chain ring / cog X wheel diameter = gear inches
m.p.h. = (gear inch X cadence) / 336

I hope this article helps clear up the confusion about what makes a bike go fast.

-Dan

BICYCLE REPAIR CLASSES



Road Side Repair \$40

This one-evening, 2 hour class covers the basics of repairing your bike on the road. We will cover most of the basic repairs that strand people along the road. Learn how to:

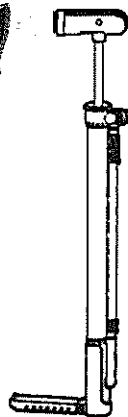
- Fix a flat tire
- Fix a broken chain
- Make a minor adjustment to your shifting & brakes
- Know what tools and parts to carry with you on your bike

Next Dates are: Feb. 15, Feb. 27, Mar. 14, Mar. 28 (7:00 PM)

Call 206-527-0360 to sign up
(This class is limited to 8 people)

PUMP YOU UP!!

Purchase any RODRIGUEZ bicycle and receive a Topeak Morph pump free. This is the pump that converts to a floor pump. Simply put, it's the best!
\$40 value



Offer good with coupon only. No cash value. Limited to stock on hand. Expires March 31, 2001

MORE PUMPING!!!

Use this coupon to receive a \$20 mini pump for just \$5.99. Innovations Chubbie pump features a telescoping barrel for easy inflation.

SALE \$5.99

REG. \$20



Offer good with coupon only. No cash value. Limited to stock on hand. Expires March 31, 2001

STINKY BLADDER?

Lots of times you put your drinking bladder away for the season and the nasties grow in it. Wash it out good and then allow it to dry by holding it open with a "hang dry". This little gizmo becomes a good friend over and over again.

WITH COPUPON

only \$8.99

Reg. \$10.99



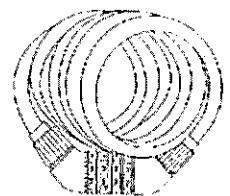
Offer good with coupon only. No cash value. Limited to stock on hand. Expires March 31, 2001

Any Combination You Want

This Kryptonite cable with an integrated combination lock lets you set the numbers to be whatever you want them to be. Never forget the combo to your lock again. Save your bike and save some money.

With Coupon \$16.99

Reg: \$20



Offer good with coupon only. No cash value. Limited to stock on hand. Expires March 31, 2001

A BIKE BY THE NUMBERS!!!!??????

The other day, a woman called the shop and said that she wanted us to build her a custom bicycle, and she already had her fit numbers. The fit numbers had been performed at another shop. Well, I would never build an expensive custom bike for someone without performing a fitting here in our shop, but it still got me wondering. Over the next couple of weeks, I have had 3 other people asking if I would do the measurements so they can have someone else (I don't know who) build them a custom bike.

Can a custom bike be built 'by the numbers' like a paint by number painting? I suppose it can, but are 'the numbers' the only important aspect of a custom bicycle? After thinking about the process at Rodriguez, I would answer a resounding no. While it's not possible to build a custom bike without accurate numbers, they are only half of the equation.

When you are choosing a shop to build a custom bike for you, you are selecting the people whom you will trust to build a bicycle that you won't ride until it is done. Do they understand what you are doing with your bike? How many miles you'll be riding, how much weight you will haul, your price range, etc...? Have they taken your age, injuries, experience, strength, and personality into account before designing your bike?

First of all, this particular woman's first fit had some drastic flaws (10cm short on the inseam alone). Those numbers would've produced a custom that was unworkable for her. I think that the shop building your new custom bike should always be the the same shop that performs the fitting, otherwise, you're going to have a hard time holding anyone responsible if there are problems.

Let's just walk through the process of this woman's custom bike:

1.) She came in with her fit, and I performed our fitting process on her (20 minutes). We have some special fitting tools that we have made that allow us much more accuracy than standard tape measures and sticks. (She commented several times on how careful I was being in comparison to her other fitting.)

2.) Next, I set her up on our adjustable fitting bike(30 minutes - 1 hour). This is a completely adjustable stationary bike that we made in order to 'dial in' the fit for a custom bike. The numbers are just a good starting point, and don't take into account differences for old injuries, age, riding style, etc.... Most of the time, we wind up with very different numbers than the 'bike by the numbers' scenario.

3.) I discussed with her, at length, the types of things that she wants to do with her new bicycle (20ish minutes). Everything she said will be carefully taken into account in building this new bike.

4.) The next day, I had a meeting with the frame builder and painter about this particular bike (30 minutes - 1 hour). I discussed with them all of the information about the bike that I discussed with the customer. We designed the bike together using our combined experience to come up with the optimum comfort and performance combination. Having a frame shop right here in our store makes for excellent communication.

5.) If the frame builder has any questions or concerns about the design, we contact the customer again, and review it with them.

6.) We build the bike (8 weeks).

7.) The customer picks up the bike, and we 'dial in' the final fitting (1 - 2 hours). Since the same person has followed the bike from the fitting to the delivery process, this bike will be everything that the she wanted!

8.) Over the next few months, we will work with her on any concerns that may come up about her new investment. As the owner of a new Rodriguez custom, if she needs anything, different gearing combinations, small fitting adjustments, etc.... they will be taken care of promptly.

Conclusion - The numbers only took 20 minutes, and as you can see, are not the only thing to consider when purchasing a custom bicycle. The most important thing before investing in a custom bicycle is trusting that the people building it understand you, and your cycling desires.

When you are choosing a shop to build a custom bike for you, you are selecting the people whom you will trust to build a bicycle that you won't ride until it is done.



The Perfect Fit! In more than just one way!

Here are 2 of our custom bike customers. Cedric is ~7' tall, and Lise is not. Cedric rides a road bike, Lise rides a mountain bike. Their bicycles not only fit their body dimensions, but also have been designed to fit their riding styles and personalities as well.

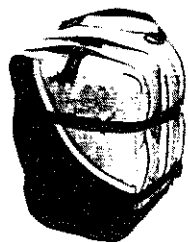
Understanding the needs, special concerns, and reasons our customers come to us. That's what we're about.

Both Cedric and Lise are off the charts when it comes to fitting. At R+E Cycles, we believe that we should be the 'perfect fit' with our customers in order to build them the perfect bicycle.

PACK IT IN!

Overland panniers
JUST \$49.99

reg \$140



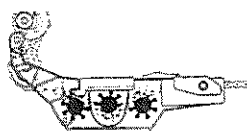
Offer good with coupon only. No cash value. Limited to stock on hand. Expires March 31, 2001

CLEAN CHAIN!

PARK CHAIN CLEANER

SALE \$28.99

reg. \$35

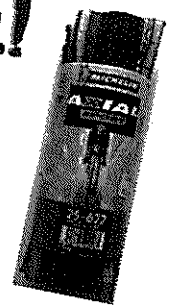


Offer good with coupon only. No cash value. Limited to stock on hand. Expires March 31, 2001

TIME TO RETIRE!

Michelin Axial Select
Kevlar 700X23 Tires
SALE \$19.99

reg. \$40



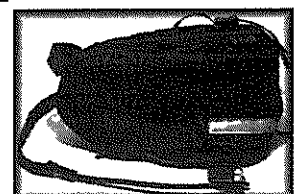
Offer good with coupon only. No cash value. Limited to stock on hand. Expires March 31, 2001

SKIP THE RACK!

Just attach a large Over-
land 300 seat bag!

JUST \$19.99

reg \$40



Offer good with coupon only. No cash value. Limited to stock on hand. Expires March 31, 2001

3-DAY SALE!!!!

FRIDAY, MAR. 2 12-7, SATURDAY MAR. 3 10-6, SUNDAY MAR. 4 11-5

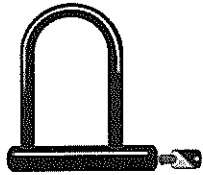
Hollywood Trunk Rack
SALE \$47.99
 reg. 55



Planet Bike Ozone
Floor Pump
SALE \$19.99
 reg. \$27



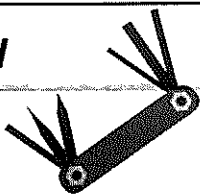
U-LOCK
SALE \$16.99
 reg. \$23



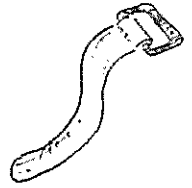
Cateye Bar-End Mirror
SALE \$3.99
 reg. \$7



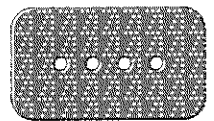
Inline Folding Tool
SALE \$4.99
 reg. \$7



PUMP STRAPS
SALE \$1.25
 reg. \$2



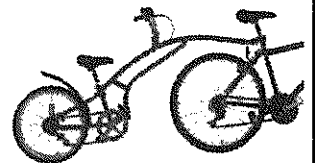
Pyramid 5-led light
w/seat post clamp
SALE \$5.99
 reg. \$11



Campagnolo Hats
SALE \$4.99
 reg. \$8



Trail-a-bike
SALE \$144.99
 reg. \$170



DING BELLS
SALE \$2.99
 reg. \$5



SALE SPECIALS

3-DAY SALE SPECIALS

Bungy Cords
SALE 2/\$1.50



RACK STRAP
SALE \$2.99
 reg. \$6



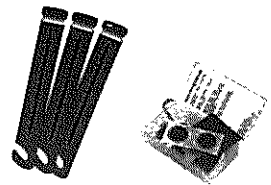
The original ALIEN!
SALE \$29.99
 reg. \$40



INNER TUBE SPECIAL
3 FOR \$10
 reg. \$5 each
 limit, 12 tubes per customer



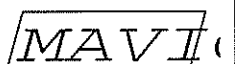
Patch Kit
w/tire levers
SALE \$1.99
 reg. \$4



ARM WARMERS
SALE \$20.99
 reg \$25



All 28 hole Mavic rims
in stock
75% OFF



53 tooth Campy Chainrings
SALE \$19.99
 reg. \$50



3-DAY

HURRY!!
ALL SALE
SPECIALS
ARE LIMITED
TO STOCK
ON HAND!!

3-DAY SALE!!!

FRIDAY, MAR. 2 12-7, SATURDAY MAR. 3 10-6, SUNDAY MAR. 4 11-5

SALE SPECIALS

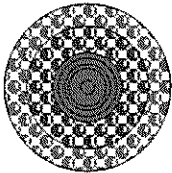
Assorted Saddles
SALE \$4.99
 reg. up to \$40



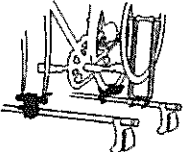
Rodriguez Socks
 Size 10 and up
SALE \$3.99
 reg. \$8



Single Blinky Light
\$1.99
 reg. \$5



Rocky Mounts
 Roof top bike attachment
SALE \$27.99
 reg. \$60

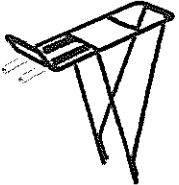


Fits Yakima and Thule


ALL BELLWETHER CLOTHING
35% OFF!!




REAR RACK
SALE \$11.99
 reg. \$30




CATEYE ASTRAL COMPUTER
 with cadence
SALE \$39.99
 reg. \$50



SPEED LEVER
SALE \$5.99
 reg. \$8



Water Proof Seat Bags
SALE \$19.99
 reg. \$27



Chamois Butter
SALE \$9.99
 reg. \$12



PALELINE'S CHAMOIS BUTTA

3-DAY SALE SPECIALS

DON'T MISS THESE SAVINGS!!

ALL CLOTHING
 10 - 75% OFF!!!
 AND ACCESSORIES



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