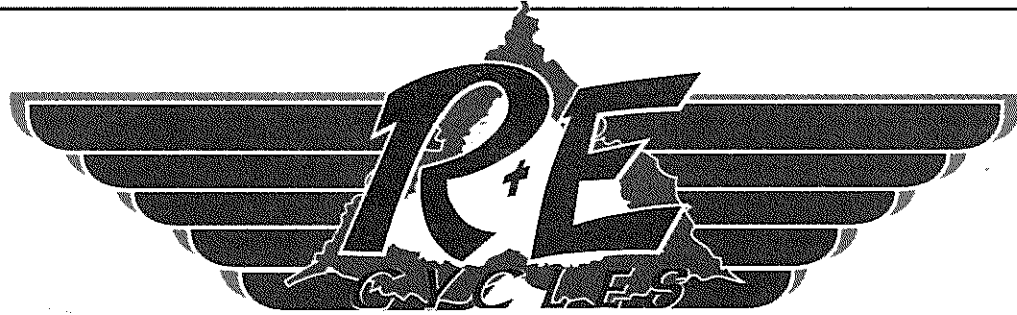


February-March 1998



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



IN-FLIGHT MAGAZINE! THE MAGAZINE OF CYCLING VALUES!

CYCLESTORM '98

One storm you can be assured will happen!

Yahoo! It's time to put away our skis or come out of hibernation and celebrate the beginning of "Cycle Storm '98". We think it is going to be exciting enough to merit coverage on every TV station.

As always the cycling "industry" at large gives us new products with improved metals and springs and gizmos but here at R+E we have created some unique products that you will not find any where else.

As we have produced more and more production bikes, we've found that by building the bikes ourselves, and selling them directly to the customer, we've been able to:

- * Have better control of the quality
- * Have better control of the delivery schedule
- * Have complete control of the design
- * Customize paint & other stuff for customers
- * Offer a hand built bicycle for the price of a mass produced one

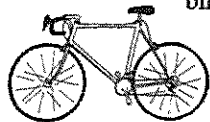
So this year, we thought we'd try a few more! In 1998 we are adding a men's production bike, and a 700c wheel tandem to the RODRIGUEZ line!



Something for Men

NEW FOR 1998 We are proud to announce that we will be producing a RODRIGUEZ hand built production bike for men as well. When you test ride one of the **1998 RODRIGUEZ ARROWS** you'll understand why we are adopting the slogan, "bikes that fly". We are building a limited production run of these road bikes that can be equipped with Campy, Shimano or Sachs components as you choose.

Designed by Estelle Gray and Dan Towle (owners of R+E Cycles), these bikes are a fantastic value. Starting at \$1050 (Shimano RSX), the **ARROW** will be priced competitively with the mass produced bikes that are imported from overseas. The **ARROW** is something you won't see any where else! Check out the centerfold (pgs 6-7) for complete details.

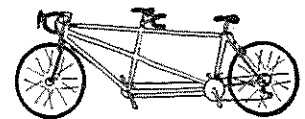


Something for Two!

RODRIGUEZ tandems have been raved about in Bicycling and Tandem Magazine. We understand the balance between comfort and performance. We can install any parts you desire, but the heart of a tandem is the frame.

We welcome you to come to R+E where we design, build and paint these tandems. We think you'll see why we are still around after 24 years.

The **RODRIGUEZ TOUCAN** tandem which was introduced last year was a fantastic success! (Specs on 6-7) This year we are adding the **RODRIGUEZ PARROT** to the hand built production lineup.



Grab your partner & take a test ride! If you are a pair the **RODRIGUEZ PARROT** is the machine to have.

This is a tandem with bells and whistles.

We've taken the exclusive RODRIGUEZ design, including oval top and bottom tubes, "smart size" seat tubes, roomy stoker position, and added some extra features. Its 700c wheels make for a little faster feel when you are giving it your all. The unique two tone 'inside-out' fade paint job will make other tandem owners envious and the hand selected components with ergo shifting will be a notch above all the rest. And at \$2999 you're even getting a deal.



Something for Women

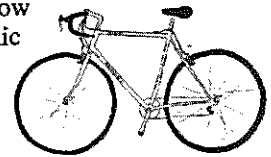
STELLAR UPDATE

The RODRIGUEZ STELLAR production road bike for women, has quickly become one of the most popular women's specific geometry bikes in U.S. The Stellar is designed by Estelle Gray (R+E owner), to address the unique needs of female cyclists, and it is made right here in Seattle! Ask the 200 women who bought **RODRIGUEZ STELLARS** last year if they like them. We know what they'll say!



In addition to the Shimano equipped STELLAR at \$999, this year we will be able to sell 9 speed ~~Campy~~ Veloce equipped STELLARS for just \$1499.99. The Veloce 9-speed STELLAR will out perform anything else available at \$1500! You are not going to find a bike like this in any other shop in the world. See pg 12. for an invitation to a women's fit seminar and pg. 6-7 for complete information on the '98 RODRIGUEZ STELLAR.

They say that money can't buy you love but it can buy you the world's coolest decal making machine and R+E Cycles now has one. This means that we can take any design or graphic that you want and make a decal to accompany your new frame or paint job. Or we can actually use it to make a paint mask that we can use to skillfully paint your design on to your frame. (Cont. on page 9)



CALL TODAY AND SET UP A TIME TO TOUR OUR FRAME BUILDING AND PAINTING FACILITY! IT'S FREE!

Spring Hours • 12-7 Monday through Friday
10-6 Saturday • 11-5 Sunday
By Appointment Anytime! 206-527-4822

The Best cycling products for 1998..... Pgs. 6 ~ 7
Invasion of the Frogs!..... Pg. 3
Class Schedule..... Pgs. 4 ~ 5
Win a FREE paint job!!..... Pg. 9



READ ABOUT THE TRIUMPHANT RETURN OF TWO FANTASTIC MOUNTAIN BIKES TO THE NORTH-WEST!!

THAT'S RIGHT! KONA & FAT CHANCE ARE BACK AT MOUNTAIN BIKE SPECIALISTS! PAGE 11



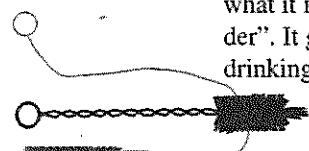
Scum Brush

That's not what the manufacturers call it, but that's what it is. This handy gizmo cleans any "water bladder". It gets in all the corners and even cleans the drinking tube. No more mold, scum or gnarly taste.

Reg: \$20

In Flite Special: \$14.95

Offer good with coupon only. No cash value. Expires March 15, 1998.

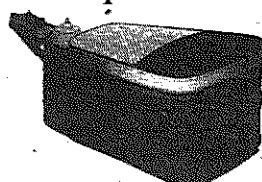


Pop Goes The W

And so do these seat bags. Pop them on and off with an easy quick release clamp. No velcro, straps, buckles or glue. They come in lots of sizes from small to gignunda.

Reg: \$15-\$55

In Flite Special: 30% OFF



Offer good with coupon only. No cash value. Expires March

Bulk Rate
U.S. Postage Paid
Seattle WA.
Permit No. 12977

** C052

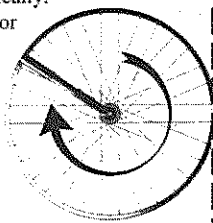
ECRL0T

DAN SMITH
13503 BURKE AVE N
SEATTLE WA 98133



The Tire Lever of the Century

This handy dandy tool removes your tire and installs it magically. Well, just about. It doesn't require any hand strength to use or any special mechanical ability. Check it out-it will make traditional tire levers obsolete, very quickly. Purchase a Speed Lever (\$8.99) and we'll throw in a patch kit for free!

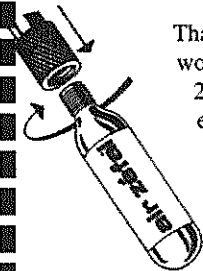


\$2 value

Offer good with coupon only. No cash value. Expires March 15, 1998.



Pumpless in Seattle?



That's OK. If you carry these compact cartridges you won't have to deal with a pump. This kit comes with 2 cartridges and an adapter. They are easy to use, easy to carry and they inflate your tires quickly.

Reg: \$7

In Flite Special: \$4.99

Offer good with coupon only. No cash value. Expires March 15, 1998.



"You're so bright you've got to wear shades."

Then wear some stylin' ones. Smith glasses are our favorites because they include 3 different removable lenses. (clear, gray and yellow) and a sturdy carrying case. The optics are really good and they offer a very comfortable fit. They are perfect for cycling, skiing or hanging out at the beach.

reg \$50-\$95

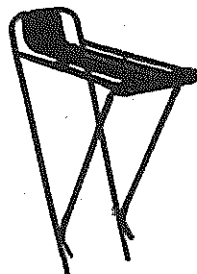
20% off



Offer good with coupon only. No cash value. Expires March 15, 1998.



Buy It While It is on Sale!



Have you ever wished you had a way to carry stuff? A rack is the easiest way to haul your gear. We've got some Advent rear racks on sale for only \$12.79. They fit road, cross or mountain bikes.

Reg: \$25

In Flite Special: \$12.79

Offer good with coupon only. No cash value. Expires March 15, 1998.

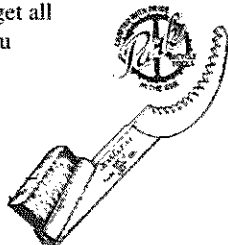


Buy It While It is on Sale!

Finishline degreaser is what you want to use to get all the dirt, grime and grease off of your cogs. If you purchase a 12 oz. can of Finishline Eco Tech Degreaser for \$8.99 we'll throw in a specially designed gear cleaning brush for free.

FREE IS A VERY GOOD PRICE!

\$5 Value



Offer good with coupon only. No cash value. Expires March 15, 1998.



"Help! I fell down and can't get up."



We hope you're not talking about your chain. Prevent your chain from falling off your inner chainring. This device is particularly useful for tandems, mountain bikes and touring bikes. You buy it (\$9.99) and we'll install it for FREE.

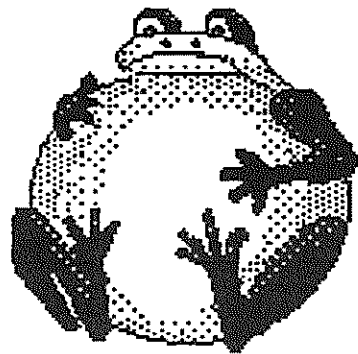
FREE IS A VERY GOOD PRICE!

\$6 Value

2.

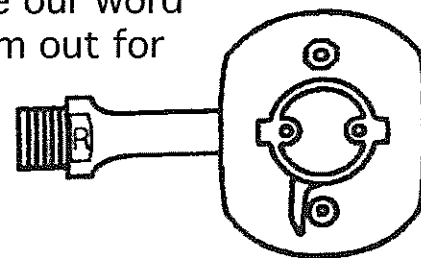
Offer good with coupon only. No cash value. Expires March 15, 1998.

Invasion of the FROGS!



We might not be the biggest shop in the country but we are the largest retailer of SPEEDPLAY FROG pedals. That is because we were the first to discover that FROGS are the best pedal available!

Speedplay pedals work entirely different than all other clipless pedals. Most of the other systems employ a spring and or elastomer which put some tension on your cleat. Sure, you have float or movement, but there is tension. Speedplay uses a semicircle with a tab. You have absolute complete freedom of movement. The way you exit is by turning your foot far enough to clear a tab rather than overcoming spring tension. They are the easiest to enter and exit that we've seen. They also give you the most float and are the easiest on your knees. Don't just take our word for it. Come in and try them out for yourself. We've got them set up on a trainer with all sizes of shoes available.



S.B.R. REPAIR COURSES

ROADSIDE REPAIR:

(1 SESSION; 2 HOURS; \$15)

FEB. 25; MAR. 18; APR. 22

WOMEN'S BIKE REPAIR:

TAUGHT BY ESTELLE GRAY

(1 SESSIONS; 2 HOURS; \$15)

FEB. 24; MAR. 24; APR. 14

WELL-TUNED BIKE:

(3 SESSIONS @ COURSE; 2-3 HOURS @; \$60)

FEB. 17/18/24; MAR. 10/11/17;

MAY 5/6/12

OVERHAUL COURSE:

(3 SESSIONS @ COURSE; 2-3 HOURS @; \$50)

APR. 14/15/21

WHEELBUILDING:

(1 SESSION; 4 HOURS; \$45)

FEB. 28; MAR. 22; APR. 26

TANDEM MECHANICS:

(1 SESSION; 2 HOURS; \$20)

FEB. 20; MAR. 13; APR. 17

STARTING TIMES FOR ALL CLASSES:

MONDAY-FRIDAY 7PM;

SATURDAY 6PM; SUNDAY 5PM

CALL 527-0360 TO ENROLL

SEE OUR FLYER FOR MORE COURSE INFO

BIKE IN A BOX?



Was your bicycle mass **produced** over seas, **packed** into a box, **sold** to a distributor, **shipped** to the U.S., **sold** to a retailer, **assembled** from a box, and then **sold** to you? Or was your bicycle hand built right here in the city of Seattle by people you know on a first name basis?

The words 'hand built' in manufacturing a bicycle mean that a human, as opposed to a machine, cut, welded, and painted that bicycle. 'Hand built' stands for higher attention to detail, much more limited production, tighter tolerances during alignment, the ability to customize things about one specific bicycle during production, and the comfort of knowing that your bicycle is special. In the past, the words 'hand built' were usually accompanied by a significantly higher price. **At R+E Cycles, we can hand build your bicycle for the same price that you would pay for a mass produced bicycle!**



A hand built bike competitively priced with a bike in a box?

Most people are aware that a large company with a mass produced product can buy in huge quantities and receive price breaks, or move their manufacturing from country to country looking for better labor rates. So how does a small manufacturer like R+E Cycles produce a hand built bicycle, and sell it for the same retail price of the mass production bike? That's a question we get asked a lot. Customers, other shop owners and bike manufacturers are often curious, and sometimes think it seems too good to be true. In fact, we were asked the question enough that we decided to figure it out for ourselves.



The answer we discovered is 2-part, and actually pretty simple. When you purchase something from us that we manufactured, you are buying factory direct. That might sound like a buzz word of the 90's, but when you come in to our store, you can walk down the stairs, meet and talk to the folks that will design, build and paint your bike. When you purchase a Rodriguez bicycle, it is **produced**, and then **sold** to you. We don't have any "middle men", sales reps, shipping fees, import taxes or overseas expenses. Also, we eliminate the price of the box!

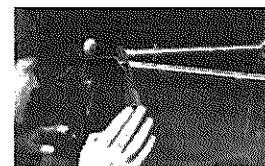
With the popularity of the Stellar, and the Toucan, we are doing enough volume now that we get great pricing on our tubing and our Campagnolo importer gives us the best deals. That's how we can offer hand built 9 speed Campagnolo Veloce equipped RODRIGUEZ Arrow or Stellar for only \$1499 or a custom Veloce equipped RODRIGUEZ for only \$1749 (that's about \$500 less than just a few years ago!).

If you are thinking of spending over a grand for your next bike, we invite you to tour our facility and meet the builders. You can have a face to face discussion with them about your "steed". We'll even include a photo album of its construction. Or if you'd rather, we can show you a box.

KEEP YOUR EYE ON THE MONEY!

A comparison of costs associated with getting your bike to you.

Mass Production Bike	Rodriguez Hand Built Bike
Produced (overseas) \$	Produced (in Seattle) \$
Packed \$	Assembled by us \$
Shipped to US \$	Sold to you \$
Sold to US distributor \$	
Sold to US retailer \$	
Shipped to retailer \$	
Assembled \$	
Sold to you \$	



CLIP AND SAVE



CLEANING OUT THE BASEMENT

NiteRider

Look what we found! Two NiteRider lights, hiding in our basement. If you want one of them, we are willing to give you an excellent deal! The XCL Pro is NiteRider's top of the line system, and usually sells for \$325.00, but we'll let you take it home for just \$225! The Cyclops, is their lesser featured model & is regularly \$155. Pick it up for just \$99.00 Hurry, we've only got one of each!

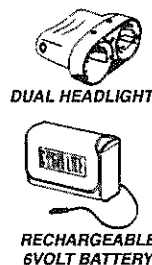
SAVE UP TO \$100!!



Offer good with coupon only. No cash value. Expires March 15, 1998.



OUR FAVORITE LIGHT!



The Cygo Lite Night-Rover is our favorite system for the Seattle commuter. It has dual beams, and a 3-hour rechargeable battery pack. Use this coupon to receive a FREE blinking tail light when you purchase a Cygo Lite Night-Rover for just \$74.99

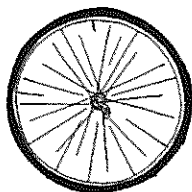
FREE IS A VERY GOOD PRICE (\$13 value)
Limited to stock on hand

Offer good with coupon only. No cash value. Expires March 15, 1998.



Time to Retire!

Continental



Don't spend another season on those scummy old tires! Use this coupon to receive a 10% discount on any Continental tires that we have in stock.

SAVE 10%

Offer good with coupon only. No cash value. Expires March 15, 1998.



FEEL THE POWER!

SHIMANO

If you've got Shimano 7 speed components and downtube shifters, have we got a deal for you! Use this coupon to upgrade to RSX STI shift/brake levers for just \$175.00, and we'll install them for **FREE!** (reg. \$60 labor charge)

SAVE \$60



Offer good with coupon only. No cash value. Expires March 15, 1998.

FACT or FICTION?

For bike gurus everywhere!

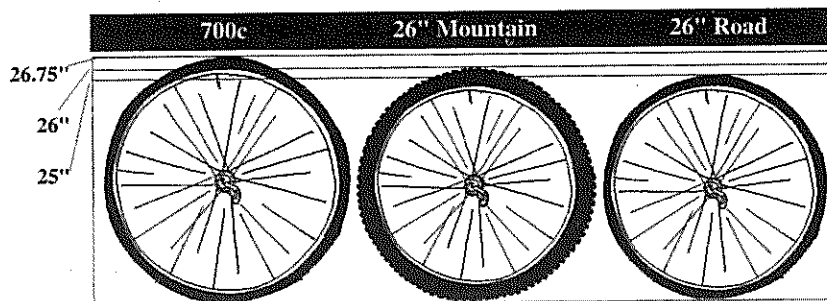
BIG WHEELS = FAST WHEELS??

Hmmm.....



Over the last 10 years, we have been building road bikes and tandems with either 700c or 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. 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 exclusively for small bikes though, I am 6 feet tall and I ride both a racing bike and a tandem with 26 inch wheels.

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

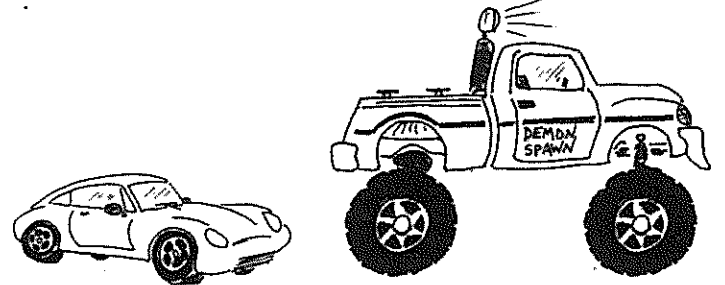


Standards - In our shop we've been building bikes for almost a quarter of a century. Over this time, we've seen the rise and fall of many standards. Down tube shifters, center pull brakes, U-brakes, Suntour componentry, dual articulation derailleurs, side pull brakes and 27 inch wheels just to name a few. These features were must haves! A sales person wouldn't dream of even showing a new bike to a customer unless it had at least some of these features. But now, one would have to search to the ends of the earth to find a current, 1998 model, high quality bike offering any of these features. These features were standards in their time but gave way to either newer technology, or, in some cases, the standard fell back to the predecessor. In any case, the standards took a long time to change.

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."

CONTINUED



Using this 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.

Wheel size has nothing to do with the speed of a bicycle on 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 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	Gear inches 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:

$$\text{Front chainring} \div \text{cog} \times \text{wheel diameter} = \text{gear inches}$$

$$\text{m.p.h.} = (\text{gear inch} \times \text{cadence}) \div 336$$

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



-Dan

RE Sit On Your Water Bottle!

Not exactly. This mount attaches to your seat rails allowing you to mount an extra in an aerodynamic position. Great for triathlons or long rides.

Reg: \$5

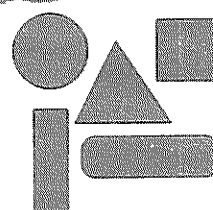
In Flite Special \$2.99



4.

Offer good with coupon only. No cash value. Expires March 15, 1998.

RE You should be seen, not hit!



These packages of reflective tape are precut so they fit well on many parts of your bike frame or helmet. Lots of Safety for a little \$\$.

Reg \$10

In Flite Special \$3.89

Offer good with coupon only. No cash value. Expires March 15, 1998.



FROM THE REPAIR BENCH!

SEATTLE BIKE REPAIR

5601 University Way NE

Seattle, WA 98105

206-527-0360

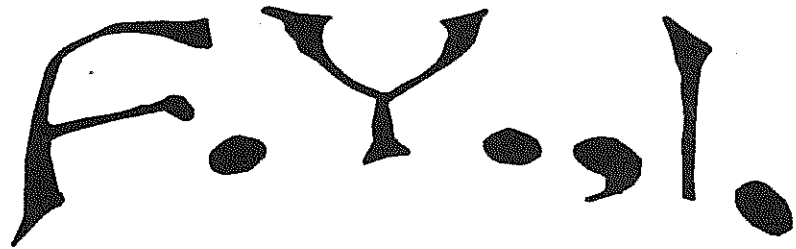
SHIFTING 101

There are a lot of new & improved shifting systems & gadgets out there...ergopower, STI, 2x9, 3x7, roll-a-majig, bassworm, supershift, ESP, shift biscuit, x-ray, rapidfire, ez-fire, syncro etc., etc., etc. The most improvement can be realized in all cases by using the important but often ignored, make-it-yourself 'product'-technique.

Proper technique will often overcome the worst shifting problems, ones that technology & money can't fix. The good news is that good shifting technique goes hand in hand with efficient riding. The key to excellent shifting & riding efficiency is **cadence**. Cadence is the rate at which you cranks (and your legs) spin in revolutions per minute (r.p.m.'s). But how does this relate to shifting?

Whenever possible your cadence should be between 80-120 r.p.m. When you are pedaling a fast cadence, there is less load on your chain (& on your legs). A cycle computer that reads cadence is a great way to learn what a fast cadence feels like. At a fast cadence, there is less load on the chain & it can be shifted (derailed) most efficiently. If the chain is under a lot of load (low cadence), it has a tendency to remain in the gear that it is in, in spite of your efforts to shift. So, it is best to shift while you're pedaling a high cadence whenever possible. There are case (like climbing a long hill) when your cadence will decrease & the load on the chain will increase. If you have to shift in a case like this, let up on the pressure on the pedals for just 1/2 of a revolution while your shifting. You will feel & hear the chain shift & the you can immediately put power back on the pedals to finish the climb. You bike will shift faster & more accurately & there will be less wear & tear on your drivetrain, including your legs.

HAPPY SHIFTING!! Save those gizmo \$\$'s for a trip to Moab.



• Stretched chains remain the #1 cause of A.R.C. (avoidable repair costs) by damaging cogs & chainrings as the chain stretches. This F.Y.I. will remain at the top of the column until this heinous problem is eliminated. Please have your chain measured at least every 6 months (more if you ride a lot). The fellows at S.B.R. will be happy to measure your chain any time, while you wait, for free.

• Worn & contaminated brake shoes are the #2 cause of A.R.C. by cutting tire sidewalls & causing premature rim sidewall failure. One solution is to clean contaminated brake shoes & clean your rim sidewalls often. When your brake shoes are worn, please make sure to replace them before they damage your rims or tires. The ultimate solution is to have S.B.R. rebuild your wheels with rims that have indestructible ceramic sidewalls. Ceramic sidewalls also improve braking under all conditions. Please remember that ceramic rims also require brake shoes specific to ceramic rims. Ceramic rims & brake shoes are available at S.B.R.

• Speaking of brake shoes, many of you have experienced the very fast wear brake shoe wear that occurs with V-brakes. Some people report having to replace them every month!! Severe condition brake shoes are becoming available to help with this problem. S.B.R. carries a version of the severe condition shoes from Shimano & will carry other versions as they become available. The ultimate solution is ceramic sidewall rims & ceramic compatible shoes.

• Great news for Rodriguez Stellar owners, triathletes & anyone else who rides on 650c (road 26") wheels. Mavic is now offering their super trick, lightweight Helium wheelset in the 650c format. Compatible with Campy & Shimano shifting systems. This upgrade will substantially lighten your wheels for a faster, more efficient ride. Come to S.B.R. & we will install a pair of Helium wheels on your bike for a test ride. Please call for an appointment.

• No need for Helium envy for mountain bikers of those of you with 700c wheels. S.B.R. stocks Mavic Crossmax wheels for mountain bikers & 700c Heliums for roadies. Come to S.B.R. & we will install a pair of high performance Mavic wheels on your bike for a test ride. Please call for an appointment.

• This column reported that Shimano STI brake/shift levers were only available as pairs, making any repair on them a matter of replacing both levers. This is no longer the case. If you break a single STI lever you will be able to replace it singly. Small parts for the Shimano STI lever are still not available, so repair still means replacement. S.B.R. recommends the excellent Campagnolo Ergopower levers. Among many other advantages, the Campy levers are fully serviceable. A typical repair on a Campy Ergopower lever costs around \$50. The typical Shimano STI lever repair = replacement = around \$150.

• A 'Third Eye Chain Watcher' keeps your chain from overshifting & jamming down onto your frame when you're shifting to the small ring. This is especially important for tandems & touring bikes with particularly wide gear ratios. A chain watcher also allows for a more 'aggressive' front derailleur adjustment for faster shifts with no danger of overshifting.

• S.B.R. is still repairing a lot of machine build wheels that are breaking spokes & chronically going out of true. Handbuilt wheels are very reliable & thus an excellent investment. Have S.B.R. hand-rebuild your wheels or take the Wheelbuilding course and rebuild your wheels yourself.

RE RIDE BOARD

LOOKING FOR TRAINING PARTNERS?
DO YOU HAVE A POORLY ATTENDED RIDE?
WANT TO HOOK UP FOR OFFROAD RIDES?
LOOKING FOR SOMEONE FOR AN EXTENDED TOUR?
NEED A RIDE TO MOAB OR TO A RACE?

THESE ARE NOT PERSONAL ADS!!

NOW THERE'S AN EASY WAY TO FIND SOMEONE TO RIDE WITH. DON'T MISS A GREAT RIDE BECAUSE YOU HAD NO ONE TO GO WITH. FIND GREAT NEW PLACES TO RIDE. POST INFORMATION FOR UPCOMING EVENT & SEE POSTING FOR TOURS, RACES & MORE. ALL AT THE R&E RIDE BOARD.

AVAILABLE STARTING MARCH 1ST @ S.B.R.



Wheely Good Deal!

Have you been putting off getting that new wheel built? Now's your chance! Use this coupon to receive a 25% discount on any '97 or older Mavic rim that we have in stock when you bring in your old wheel for us to rebuild.

Save 25% on Mavic rims!

Offer good with coupon only. No cash value. Expires March 15, 1998.

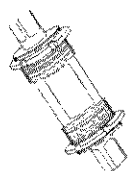


5 YEAR WARRANTY!

Phil Wood bottom brackets have long been the choice of tandem and touring cyclists because of their incredible durability. Phil guarantees that it will not require maintenance for 5-years! The best warranty in the business. Use this coupon to *save over 50%* on a Phil bottom bracket! reg. \$165 installed

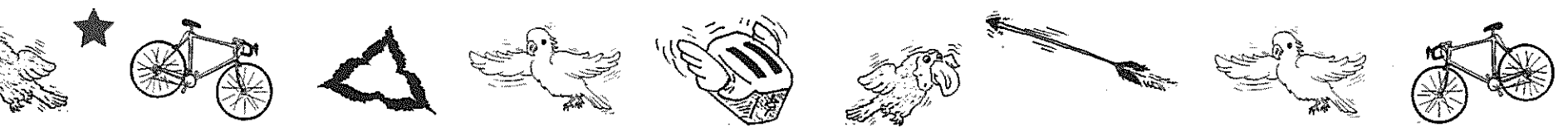
Sale \$79.99 installed

Offer good with coupon only. No cash value. Expires March 15, 1998.



Sign up for one of our repair classes! See page 2





RODRIGUEZ! BIKES THAT FLY!!

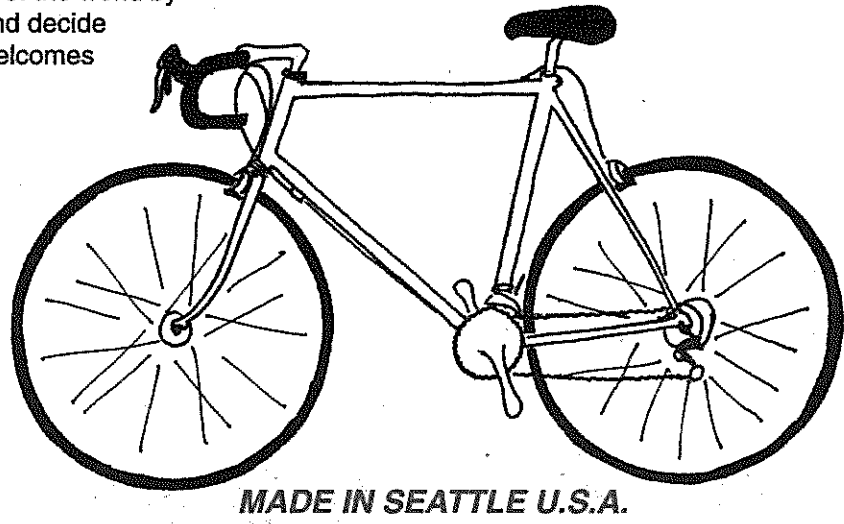
THE RODRIGUEZ ARROW NEW FOR '98

A factory mass produced bicycle frame is a factory mass produced bicycle frame. A handbuilt bicycle frame is a whole different machine. And that's what the RODRIGUEZ ARROW is.

Hand built at our shop right here in Seattle, you can watch your frame's birth. First of all we design the frame to tackle the hills and mountains of the Pacific Northwest. Then we customize the double-butted Cro-moly tubing's shape by ovalizing the down tube and seat tube at the bottom bracket, for the ultimate in bottom bracket rigidity and stiffness. We hand miter each tube for a perfect joint, we weld the frame using state of the art equipment, and align the frame to tolerances that are only achievable in a hand built setting.

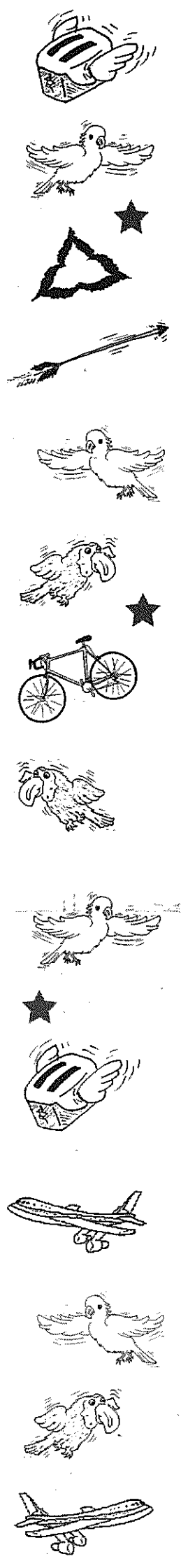
The ARROW comes with our hand-built wheels that include our exclusive 3 year warranty. We use a quick change stem that is easy to install and will allow you to select your most comfortable riding position.

Before you buy a bicycle that has been built in another part of the world by a less machine, come check out the life in our frame shop and decide for yourself if you would rather have your bike built. Our frame shop welcomes your visit any time by appt.



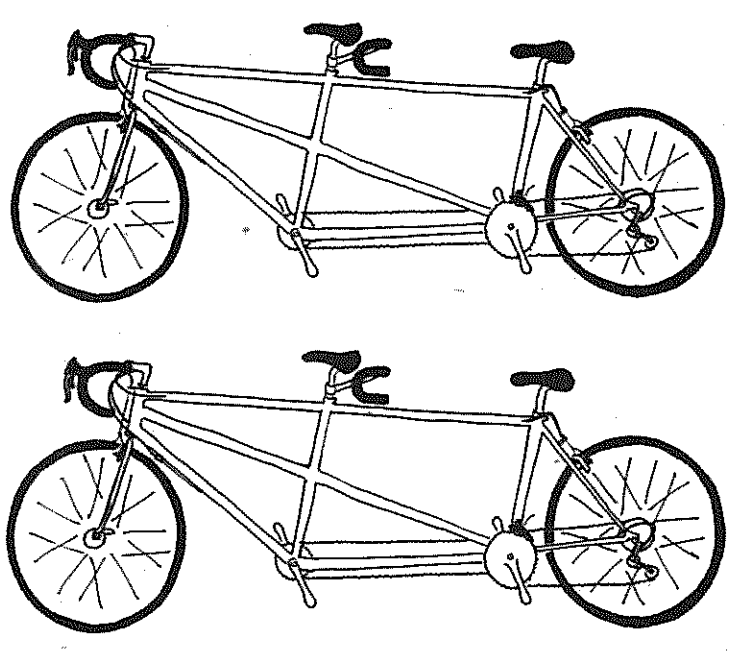
MADE IN SEATTLE U.S.A.

- Rodriguez Arrow equipped with Shimano RSX STI\$1049.99**
- Rodriguez Arrow equipped with Sachs Centara Ergo\$1299.99**
- Rodriguez Arrow equipped with Campagnolo 9-sp Veloce Ergo\$1499.99**



Specifications	'98 Toucan	'98 Parrot <small>NEW FOR '98</small>
Frame	Hand built Cro-moly & Keel tube . Ovalized	Hand built Cro-moly Ovalized
Headset	Rodriguez 'Smart Size'	Rodriguez 'Smart Size'
Frame	Hand built Cro-moly	Hand built Cro-moly
Components	Lots & lots	Lots & lots
Drivetrain	Shimano Deore XT	Sachs Neos
Drivetrain	Shimano	Shimano
Drivetrain	Ultegra Bar-end 7sp	Sachs Ergo 8sp
Drivetrain	Deore LX V-brake	Deore LX V-brake
Drivetrain	Shimano RX-100	Sachs Ergo
Drivetrain	Rod. Alloy	Sugino Fuse
Drivetrain	Alloy	Alloy
Drivetrain	Dia-Compe 1 1/8"	Dia-Compe 1 1/8"
Drivetrain	Shimano RSX 36°	Shimano Deore XT 48°
Drivetrain	Phil Wood 36°	Shimano Deore XT 48°
Drivetrain	Hyperglide	Shimano Cassette HG
Drivetrain	Handbuilt 26"	Handbuilt 700c
Drivetrain	System 3 drops or flats	TTT Synthesis
Drivetrain	Bull horn style	System 3 drops w/stoker levers
Drivetrain	1 1/8" A-head	1 1/8" A-head
Drivetrain	1 1/8" A-head	1 1/8" A-head
Drivetrain	White cork ribbon	Black Cinelli cork
Drivetrain	Tioga City Slickers	Continental Super Sport
Drivetrain	28.6 Alloy	28.6 Alloy
Drivetrain	Rodriguez	Rodriguez
Price	\$2199.99	\$2999.99
Price	\$2499 Sofride	

RODRIGUEZ TANDEMIONUM!



Keep Your Act

... or your rate in Choose ain Polish or bike! products.

Offer good with coupon only. No cash value. Expires March 15, 1998.

RE Is There Anyone Behind You?

Check out the cars and cyclists coming up behind you. These advent handlebar mirrors have a large surface area and easily mount with a velcro strap. They are our favorite mirrors, hands down.

Reg: \$13
In Flite Special: \$8.79

Offer good with coupon only. No cash value. Expires March 15, 1998.

RE What Gear Are You In?

Most cyclists know very little or are confused about their gears. This book, "Bicycle Gearing" explains gearing in a clear concise manner so that you can shift better and ride more efficiently. It is understood by the mathematically challenged and has all sorts of charts and formulas for the techno folks, too.

Reg: \$9
In Flite Special: \$7.69

Offer good with coupon only. No cash value. Expires March 15, 1998.

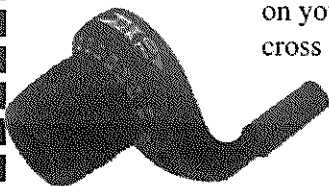


COME ON BABY! LET'S DO THE TWIST!

Easy shifting is just a twist away! Use this coupon to upgrade to Sram gripshift on your shimano equipped mountain or cross bike for just \$10 per side!

reg. \$45

JUST \$10.00



Offer good with coupon only. No cash value. Expires March 15, 1998.

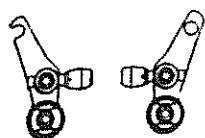


STOP IT!!

SHIMANO

Lots of people are bummed out when they find out that upgrading to V-brakes costs \$225 or more because they have to buy new brake levers and shifters. Not anymore! Use this coupon to upgrade to Shimano Deore LX V-brakes for just \$150! Price includes Rockwerks brake levers, Sram 7 or 8 speed grip shifters, Shimano Deore LX V-brakes, all cables and labor! What a deal!

Save \$75 or more!!



Offer good with coupon only. No cash value. Expires March 15, 1998.



Don't get Wet!

Use this coupon to **save 20%** on all delta fender sets in stock.

Reg. price \$26.99

Hurry, limited supply.

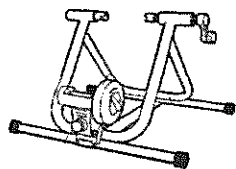
Save 20%!



Offer good with coupon only. No cash value. Expires March 15, 1998.



Magnetic Attraction!



We are closing out our magnetic trainers for the season. Save big \$\$\$! Advent magnetic trainers are on **sale for just \$99.**

Compare at \$160+

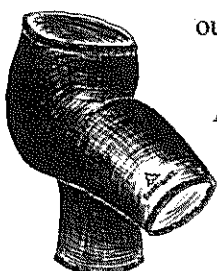
Offer good with coupon only. No cash value. Expires March 15, 1998.



INTRODUCTORY SPECIAL!

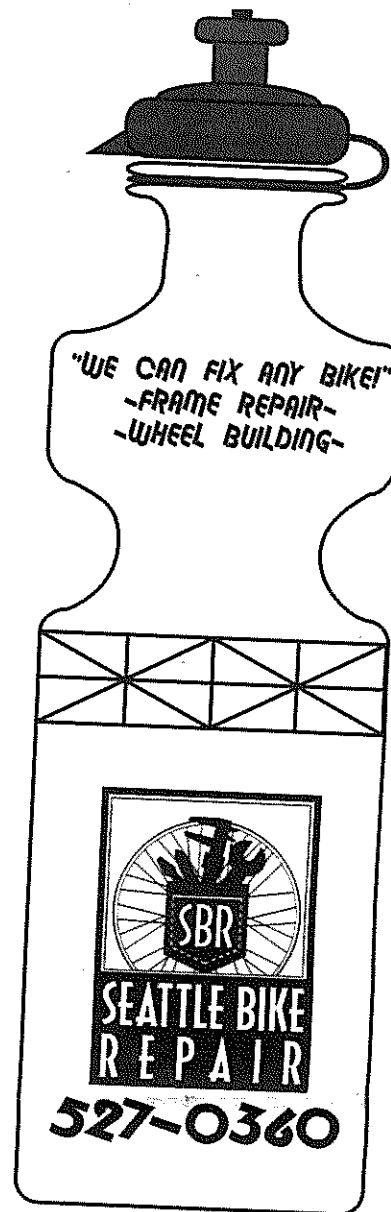
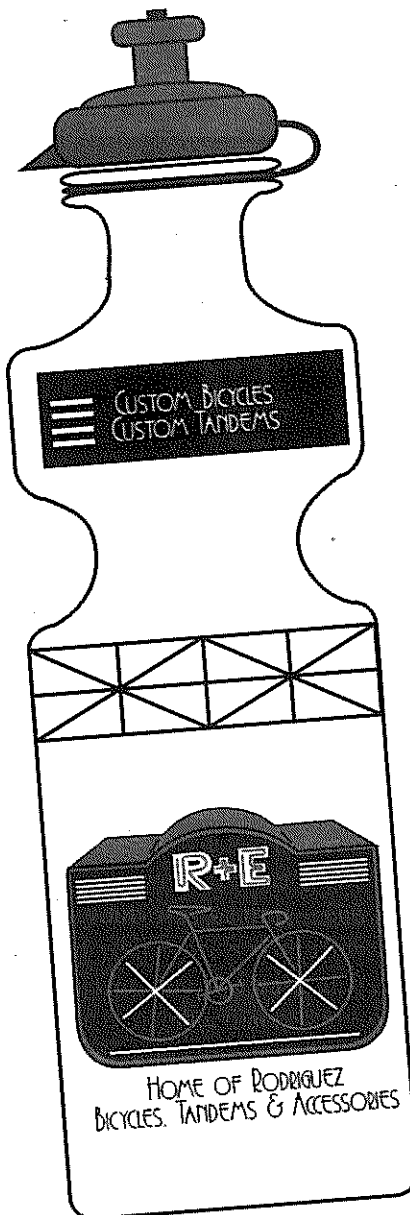
SAVE 10% with this coupon on any of our 1998 Rodriguez Gloves or shorts!

The BEST CYCLING PRODUCTS FOR 1998!



Offer good with coupon only. No cash value. Expires March 15, 1998.

The 1998 Water Bottles Are In!!



FREE WATER BOTTLE!

Is your water bottle getting old and smelly?

Bring in your business card, and trade it for a brand new, Seattle Bike Repair water bottle! Free is a very good price! Limit, one per customer

Offer expires March 15, 1998



RODRIGUEZ

RODRIGUEZ

RODRIGUEZ

RODRIGUEZ

RODRIGUEZ

Rodriguez

Rodriguez!

**ANY STYLE!
ANY COLOR!
You Name It!**

The Decal Maker

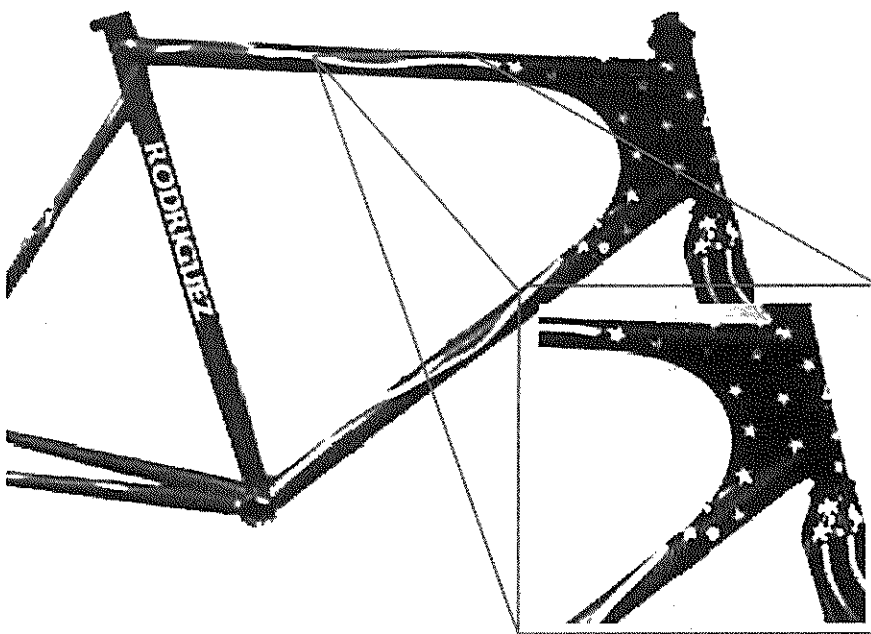
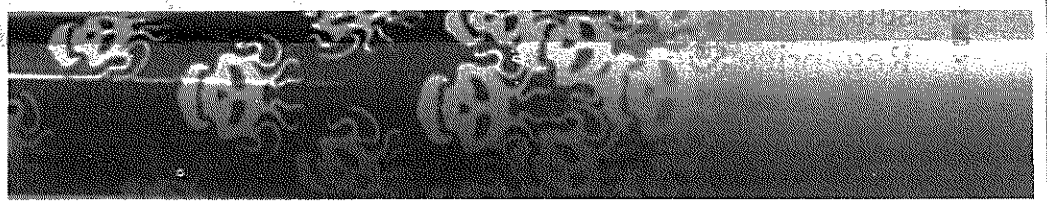
What color would you like your decals to be? Got a favorite font? How about a design of your own that you would like to incorporate into the look of your new custom bicycle?

These are questions that we will be answering a lot this year because of a new machine that dose just about anything we want when it comes to lettering design. In the years past, we have done some amazing paint work for customers that entailed a lot of hand cutting of decals and masks. As well as giving us even more options, this machine will significantly speed up the time of some of these extravagant paint jobs, as well as reduce their cost!

When you purchase a new Rodriguez, we can do a custom decal font for an additional charge of just \$20.00. A custom color is included in that price (if you would like a non-stock color, additional charges may apply).



**A small sample of the
POWER!**



**WIN A
CUSTOM PAINT
JOB FOR YOUR BIKE!**

We need a new Rodriguez decal for 1998. We know that lots of our customers are very creative, so we thought that we'd give everyone the opportunity to design the decal!

Design a decal for the 1998 Rodriguez bikes! We will be accepting design submissions for the until 3/31/98. If your design is chosen as the new official decal, we will give you a new paint job for your bicycle (up to \$350)

Send decal design to:
Rodriguez decal design
c/o R+E Cycles
5627 University Way NE
Seattle WA 98105

Or even better, bring it in to R+E Cycles!



Don't Shoot the Messenger

Messenger bags are hot! You can carry a lot of stuff in the, they don't dig into your back or sway around, and they look cool. These bags are vinyl lined for water resistance as well. Black or Forest Green. Limited Supply

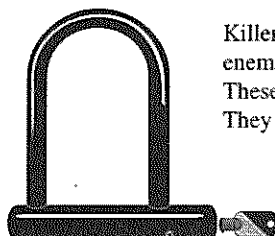


Reg: \$40
In Flite Special: \$22.99

Offer good with coupon only. No cash value. Expires March 15, 1998.



U Lock It or U Lose It



Killer deal on U locks. This style of lock has become the enemy of thieves. Don't risk your bike to a chintzy cable. These locks are a lot cheaper than your insurance deductible. They even include a mounting bracket.

Standard size Reg: \$23
In Flite Special: \$12.99
Long Shackle Reg: \$30
In Flite Special: \$15.99

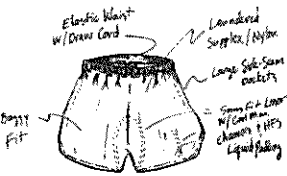
Offer good with coupon only. No cash value. Expires March 15, 1998.



TOO MODEST FOR LYCRA?

but you still want a padded cycling short? Pick up a pair of Inmotion Baggies, the ones with the high performance cycling short hidden inside. Limited to stock on hand.

Reg. \$40
Sale \$34.99



Offer good with coupon only. No cash value. Expires March 15, 1998.

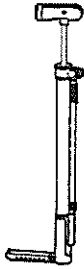


Carry a Floor Pump on Your Bike?

The Topeak Master Blaster is the coolest pump of the century (no pun intended). It is a frame pump that easily converts to a floor pump for easy use. Includes a gauge and pumps to 130psi, with ease! You'll become the most popular person to ride with..

Reg: \$40
In Flite Special: \$28.99

Offer good with coupon only. No cash value. Expires March 15, 1998.



Don't Chew Your Paint

Prevent your chain from chewing up the paint on your frame. These chainstay protectors are adhesive backed and fit all frames. Keep your bike looking good and protect it at the same time.

Reg:\$2
In Flite Special: 63 cents

Offer good with coupon only. No cash value. Expires March 15, 1998.



Skip Walking to the Gas Station.

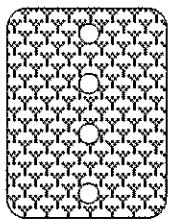
Carry this double action pump and you'll cut your flat tire worries in half. It fits all bikes and all valve types. Delta Bi-pump

reg:\$20
In flite Special: \$10.99

Offer good with coupon only. No cash value. Expires March 15, 1998.



Red Light Special



Late night camouflage is not a cool color. Get yourself a blinking red taillight so you can be seen in the dark. Pyramid taillights are durable and reliable. They run on 2 aa batteries.

Reg \$13
In flite Special \$7.99

Offer good with coupon only. No cash value. Expires March 15, 1998.



Do you ever ride in the rain? Or the sun?

Duckbill visors keep the water off your glasses or out of your eyes and they'll protect your skin from sun burn. They are neoprene and slide over any visor. We bought them on closeout so this is the last chance to get one.

Reg \$10
In Flite Special \$2.79

Offer good with coupon only. No cash value. Expires March 15, 1998.



DANSKIN Cyclegear

Have you heard of the Danskin Triathlon? Danskin has sponsored a fabulous event here in Seattle for 7 years. They have truly made a commitment to women's sports and this is reflected in their clothing as well. We are excited to present their '98 line of women's cycling apparel and we hope you'll think of Danskin when it is time to buy a new jersey or shorts.

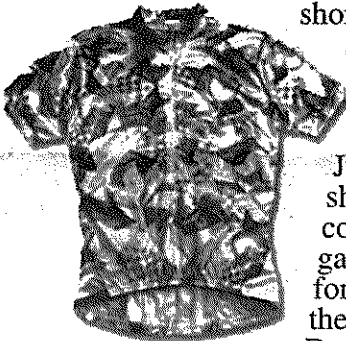
Clothing is very important to us at R+E. We don't just select any womens' garments from the various manufacturers. That's why we are excited about the Danskin line. This company has been making stretchy athletic women's clothing for decades. They've got it dialed in.

We've chosen to carry the Danskin "Shimmel" as the best hot weather jersey for the female cyclist looking for a sleeveless, waist length top. It incorporates a sports bra in the design and the Coolmax fabric is extremely breathable. No other brand even comes close.

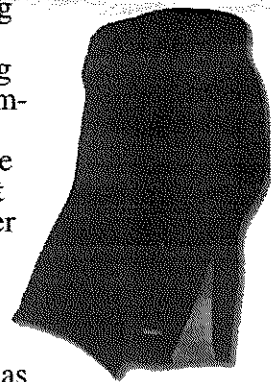


We are also highlighting the Danskin "Breeze" jersey. This short sleeve riding top has a cut that is very comfortable (the waist and hips hit in just the right spot!), a long zipper and we really like the print! Fashion and function are evenly matched.

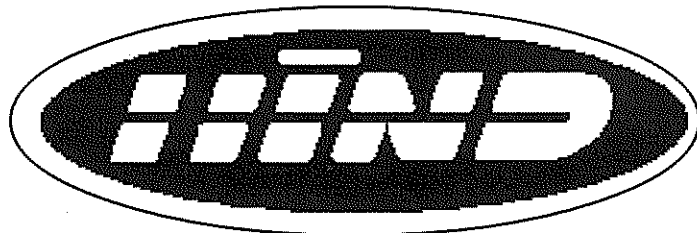
We've also selected the Danskin Energy short as our choice for a cotton/lycra short. It is a great value (\$24.99) and has the same great fit that Danskin is known for. Lots of comfort with an athletic cut. Perfect for any riding style.



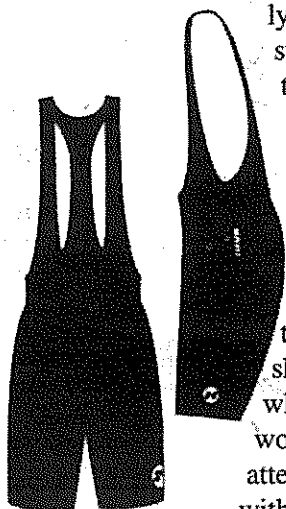
Just say no to form fitting shorts? Not all of us are comfortable in tight fitting garb, but still want the comfort and technical aspects they provide. Check out the Danskin Response Short. It is a technical short that is covered by a stylish outer short. They have great pockets, a great fit, and they just plain look good!



Before you purchase your cycling clothing from just any manufacturer, think of the company that has supported women's sports even before Title 9.



In the 80's HIND was THE athletic clothing to wear whether it was cycling, running or swimming. Hind was the original company to design a "baggy" cycling short, lycra tights, and flat stitched seams. They took a little break from the market and are back in full form.

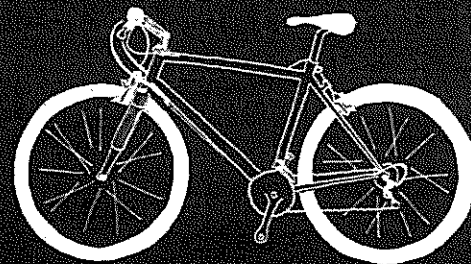


We have selected Hind clothing as the line that has the best dollar to performance value. You'll find bib tights, baggy shorts, cool jerseys, and a shorter short for those who prefer a shorter leg length. We have men's and women's styles available. You'll find they've paid attention to the details giving you bells and whistles without having to pay any extra.

THE DIRTY WORDS!



Mountain Bike Specialists
5601 University NE
Seattle, WA
206-527-4310
<http://www.rodcycle.com>



WELCOME BACK

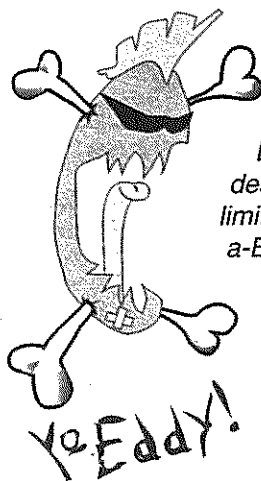
It is with great enthusiasm that we welcome KONA and Fat Chance mountain bikes back. These are two top quality companies that offer unique and innovative designs that are hard to beat. You are welcome to test ride these machines on the off road trails in the local park.

KONA IS HERE!
NEED WE SAY
MORE?



Welcome to Fat City!

For several years in the 1980's, Mountain Bike Specialists sold Fat-City Cycles. At that time Fat City was one of the finest hand-built bikes that money could buy. In 1993, the company was sold to a larger company, and that small, independent company feel was lost. Well, welcome to 1998! The year of the small company! Chris Chance has purchased his company back, and is now firmly at the helm of a high quality, small bicycle frame building company once again. They say history repeats itself I guess it does!



A message from FAT CITY

For 1998, we're offering five off-road, one cross and two road frames -- all hand-built with care and precision. Our Shock-a-Billy full suspension frame features a rear suspension system designed by Chris Chance himself! Our 'Billy' is so special, it's a limited availability frame, and only available to our authorized Shock-a-Billy dealers.

New for 1998 are our Ti Road frame, and an expanded size range of our Yo Betty! frames for gals. We've built versions of our guy's frames for gals since 1987 but decided that the gals deserve a complete size run and model of their own. The frame is available in 10", 12", 14" and 16" sizes. It is designed to fit women between 4'8" and 5'6", we've taken proportional shifts into consideration, the way other mountain bike frame builders haven't.

Our Ti Road Chance features size-specific externally butted tubing and is available with or without a Yo Eddy! road fork. This frame features the crisp response and long distance comfort our Chris Chance is famous for, with the unique compliance and corrosion resistance that only titanium offers. Chris Chance began his frame designing career building custom road frames back on 1977 and his lengthy and broad expertise has been beautifully brought to bear with this latest in our line of superbly performing bicycles. Our Ti Road frame comes in five stock sizes (54, 55, 56, 57, and 58cm) and custom sizes for an additional cost.

We put our hearts and souls into our frames and build them for a select clientele -- those folks looking for lightweight, high-performance and durable frames with real performance features and fewer frills & hype than what get marketed to the masses.

FAT
CITY CYCLES
 Home of the Fat Chance
 American Handmade Fat Bikes

-Fat City

Now available exclusively at R+E Cycles & Mountain Bike Specialists!
Come in today and see what Fat City has to offer!

Need a Comfortable Cycling Shoe?



These Diadora touring shoes can be used with or without clipless pedals. They feature a wide toe box and are easy to walk in. Limited selection, so bring your feet in soon! Reg \$70

Limited to Stock on hand **In Flite Special \$48.99**

Offer good with coupon only. No cash value. Expires March 15, 1998.



WHAT'S YOUR CADENCE?

The Vetta C-20 is a great way to track not just your speed and distance, but your cadence as well. Features include: Cadence, Speed, Speed comparison, Clock, Stopwatch, Average sp, Max sp, Odometer, Trip odometer, Auto Start/Stop Reg. \$40

HURRY, LIMITED SUPPLY! **SALE \$34.99**

Offer good with coupon only. No cash value. Expires March 15, 1998.



GIVE 'EM THE BOOT!

Use this coupon to save \$8 on side track Neoprene booties! keep your feet warm, and save money at the same time Reg. 32.99



SALE \$24.99

Offer good with coupon only. No cash value. Expires March 15, 1998.



SHOE-RIFFIC!



Upgrade to Nike! Save big bucks on our 1997 supply of Nike Super Poo-Bah shoes! Reg. \$114.99

SALE \$89.99

Limite to stock on hand

Offer good with coupon only. No cash value. Expires March 15, 1998.



GET A GRIP!!

Save 25% on any pair of Advent of Fisher bar ends that we have in stock! Give your hands a break, and save money at the same time. Dual or single position.

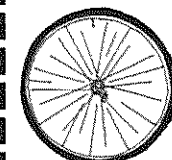
Reg. \$20
Sale \$14.99



Offer good with coupon only. No cash value. Expires March 15, 1998.



BULLET PROOF TIRES?



Not quite, but the next best thing! Kevlar is the material that makes a bullet proof jacket bullet proof, so just imagine how durable a bicycle tire with a kevlar belt is. Vittoria 'Pro-Team' kevlar belted tires are regularly \$23 a piece. Pick up a pair at R+E Cycles, and we'll knock the price down to \$15 a piece! Limited to stock on hand. hurry, supply is limited!
SAVE \$13!!

Offer good with coupon only. No cash value. Expires March 15, 1998.

Dates for women's rides:

All rides start at R+E at 6:30

Wed March 25

Wed April 22

Wed May 20

Wed June 17

Call 206-368-5490 ext. est (378)
leave your name and number and ride date to sign up for the ride

Dates for 1998

Tandem rides:

Sat. March 21 (morning)

Sat. May 11 (morning)

Sat. June 13 (morning)

Fri July 31 (evening)

Sat. August 29 (morning)

Sat. September 19 (morning)

Sat. October 31 (trick or treat ride)

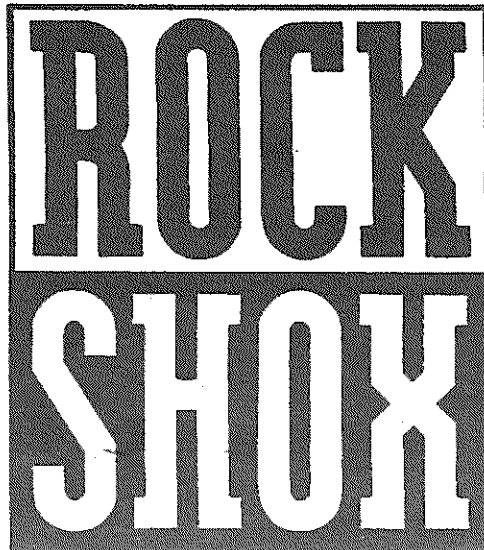
Sat. Nov. 7th (morning)

Call 206-368-5490 ext. NUT (688)
leave name and number to sign up for a ride

Deals on Rock Shox



	reg	sale
Indy XC 1 1/8 195 ahead	240	160
Indy XC 1 1/8 155 ahead	240	160
Quad 10 1 1/4 160 threaded	210	99
Indy C 1 1/8 170 threaded	215	150
Indy SL 1 1/8 175 ahead	353	250
Indy XC 1 1/8 170 ahead	240	160
Indy C 1" 140 threaded	215	135



COME JOIN US FOR CYCLESTORM '98!

RE CYCLES BASEBALL CAPS!

We've got a selection of very high quality baseball caps with cycling logos on them. If you're a cap wearer, and a cycling enthusiast, you should have one of these!

Reg. \$20
SALE \$15

Offer good with coupon only. No cash value. Expires March 15, 1998.

RE CYCLES Wrap it up!

Don't start the season with the same cruddy old handle bar tape you rode on last year! Use this coupon to pick up Cinelli cork tape at R+E Cycles for just **\$12.99** Reg. \$17

Offer good with coupon only. No cash value. Expires March 15, 1998.



5627 University Way NE • Seattle • 206-527-4822



5601 University Way NE Seattle
206-527-4310



5601 University Way NE Seattle
206-527-4310

