

SHIFTLESS

Why run with the crowd?

Seems like everyone has the same mass-produced fixie frame, so why not get something unique? We remember these as track bikes, but you see them riding all over town these days. One of the best ways to lighten up a bike is to remove all of the seemingly necessary components.....like shifters, brakes, cogs, freewheel, derailleurs and chain rings.

UNIQUE

Sound crazy? It's really fun though, and we're selling a lot of them!

The Rodriguez Shiftless is hand-made right here in Seattle specifically for you by a Master Frame

Builder. You can choose from four stock

paint jobs or go custom (single color)

for just \$200 extra. You get even more

though! With a Rodriguez, you'll get to

choose from 9 different decal options.

All of this for just about the same price as

you'd pay for a generic frame, mass-pro-

duced overseas by the thousands! How

could anyone ask for more? I think you'll

find that a Rodriguez is the best value in

the bicycle industry. We've even designed

the bike for use with full fenders if needed.

We thought it was time to offer something

truly unique at an incredible price.

FRAME ONLY

SIMPLICITY

\$999



Shiftless Frame Upgrades:

- A Bushnell eccentric chain adjust system - \$50
- Schizo convertible upgrade - \$75
(braze-ons for brakes and gears)
- Schizo with Bushnell Eccentric - \$125
- Custom Sizing - \$200
- Custom Paint - \$100 ~ \$600
- Travel Version - \$700
- OX Platinum Tubing - \$350
- S3 Tubeset - \$700

Shiftless Geometries

(Size)	Top Tube Length	Seat Tube Angle	Head Tube Angle	Fork Rake	Wheel Size
47	48	74	71	50	650C
49	50	73.5	71	50	650C
51	52.5	73.5	72	50	700C
53	54	73	73	45	700C
55	55.5	73	73	45	700C
57	57	73	73	45	700C
59	58	73	73	45	700C

You can also get a Shiftless in any of our 18 standard Rodriguez sizes!

For more information and color photos visit us on the web!

www.rodcycle.com

Parts specifications subject to change
depending on availability

THE BEST VALUE IN THE INDUSTRY

How is value built in to a hand-built, custom bicycle frame? Built into the price of any product are all of the expenses incurred during its production. This includes mistakes, inefficiency, building payments, machinery, labor, shipping, etc.... The less a company spends on these things, the less they have to charge for the final product. Paying attention to our expenses and investing in good people has resulted in the ability to sell custom bicycle frames for almost 1/2 the price of the competition.

How'd they do that?

How can R+E Cycles hand-build custom bicycle frames in Seattle for less than \$1,000? Believe me, that's a question that our competition is asking as well. I could write a book on everything we did to make this a reality, but here are a few of the basic concepts we applied.

One thought here: What if every employee who touched the bike added value to it? In other words, get rid of inefficient inventory movements and procedures that just cost time.

0% defect rate:

Whether you realize it or not, you're paying for mistakes made during production. In the old days in our shop, we built bikes in a mass production fashion. This is the way most medium sized companies like ours still build today. Bikes were moved around the shop in batches (movement is a wasted labor that adds no value). One guy did welding, the next did braze-ons, then someone else did machining etc... Inevitably, the wrong braze-ons would end up on a frame or paperwork got mixed up and someone got the wrong paint color etc... These situations required re-working the defective bike(s). Re-working stops new production, and adds lots of time over a year to building frames (while adding no quality or value). Over the long haul, all of the bikes were more expensive than they needed to be if the defects wouldn't have happened. If we could achieve a 0% defect rate, we could save you (and us) lots of money.

We've discovered that having one builder complete the frame entirely from start to finish guarantees an almost 0% defect rate. Now at R+E Cycles, one builder works from one piece of paper, on one frame, completing everything on it before moving to the next frame.

No Cash Calls:

Most people think that hand-building one frame at a time has to be expensive because....well....it always has been in the past. For this reason, mid-sized bicycle companies will spend hundreds of thousands, or even millions of dollars on machinery to mass-produce bicycles. Those machines are designed for mass-production factories, and make custom building very hard (ie. expensive) to do. The payments to the bank add greatly to the cost of a bicycle as those 'cash calls' come every month, and believe me, those costs are passed on to you. No payments to the bank for equipment = lower bicycle prices.

A new way to make bicycles:

The goal was to blend the efficient aspects of mass-production while reverting back to that 'one-frame-at-a-time' method of the old days. At the same time, we didn't want to incur a bunch of debt to the bank. There were also no machines produced that were designed to do what we envisioned. Most machines are enormous, expensive and wouldn't even fit into our door.

Enter Creativity:

We have some of the most creative minds that I've had the pleasure to work with here at R+E Cycles. In 2005, we decided to use that creativity to save you thousands of dollars and build our own machines, and go back to the 'one builder - one bike' method.

Over the last 6 years, we've used our collective experience and talents to create a one-of-a-kind frame shop that achieves mass-production efficiency in a one-at-a-time custom frame shop. This is possible with the use of small machines that we've designed and built ourselves (for much, much less \$\$ than the big machines the other guys buy). Most folks think that's impossible, but if you know me well, you know that "impossible just takes a bit more time is all". Our Youtube video shows some of the process (building a custom bicycle) if you want to view it.

For more info on our frame building facility, download our February 2006 newsletter from the archives on the website. www.rodcycle.com/download_news.html

Big Flashy Digs:

Now, of course I'd love to buy a great big new building, but the fact is that the one we've been in for 39 years now works just fine and we own it. To buy a bigger one would cost us lots of money and that, of course, would end up ultimately costing you money. So, as long as Seattle will have us, we'll be right here at 5627 University Way NE, Seattle WA. Building bicycles doesn't require Big Flashy Digs anyway.

These are just a few of the philosophies that we've employed to maximize the value of our Rodriguez bicycles. Shop around, and I think you'll agree that we've created something unique.....U.S. made, hand-built bikes that anyone can afford. You can pay more, but we guarantee you will NOT get a better bike.

If you'd like to visit our shop and see us in action, we'd love to have you. We give tours of the facility all the time and you are welcome any time. Thanks for reading, and now on with the bikes!

-Dan