

It's important to know
that words don't move
mountains. Work,
exacting work moves
mountains.

- Danilo Dolci



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

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

The Time Is Right!

Yesterday I got an email from a woman, let's call her Jane. She had us do some fit work on her old bike some years ago, and then really got into cycling. In fact, now wants to ride the RAMROD. She had decided that she was going to train and ride RAMROD on her old bike and then order a custom in October for next season.

The more she thought about it though, why take such a big step in her cycling experience and THEN order the new bike. "But, alas, it is too late in the season to order a custom bike in time for RAMROD" she thought. She thought that if she ordered her new custom bike in April, she would not receive it until just before RAMROD, and then she wouldn't have any time to get used to it.

Well, our new production system is working much better than we ever could have predicted. I just visited Tommie over in the assembly department, and found him assembling 2 bikes that were ordered less than 4 weeks ago. That means that our turn around time for any bike has now dipped below 4 weeks, and is still dropping. That's hard to believe considering that in the first 3 1/2 months of 2006 we've already made 123 bikes!

Our delivery time in January started at 6 weeks, and has been dropping as we work out the bugs in our new system. So, needless to say, it is not too late to order any Rodriguez bike for use this season. And as for Jane, I have an appointment with her tomorrow morning to fit her for a new custom bike that she will enjoy all season.

Happy Cycling! -Dan April 19, 2006

What's Hot in 2006?

Well, the weather has finally decided to cooperate and the days are growing longer and daylight savings has returned. It's time to asses the situation and see if we can predict what's going to be hot this season.

2006 started off with a flurry of travel bikes and tandems.

For the month of January and February, about 1/2 of the bikes we built had S&S couplings so they could be packed up for easy travel. The S3 bikes were also very popular early on in the season.

Then there were the triples. That's right, bicycles built for 3! In December 2005 we built 6 of them (usually we build about 1 every 2 years). Then in February 2006 we built another one (see the photo on page 8). And now there's another one on order (not to mention the quad that we are going to build for me and my family), and one more triple inquiry in the works.

March has been the month of the road bikes with a few tandems mixed in. So, what's hot in 2006?

It looks like bicycles are hot, and cycling is on fire!

It's hard to believe it's newsletter time again. 3 months went by in a flash! I'm thrilled with the new production method that we've adopted, and I think we have the best collection of staff members that I can remember (see page 8). Our customers continue to tempt us with some great bicycle trips (see page 2), and Willie has returned home from another fantastic voyage (see an upcoming newsletter). Some fantastic new products are out this year (see page 6-7), and our bikes are fitting people better than ever (see pages 4-5) thanks to our NEXT fit™ system. Thanks again for recommending us to your friends. Not a day goes by here in the shop without a new customer saying that one of you sent them in to see us.

See you on the road

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



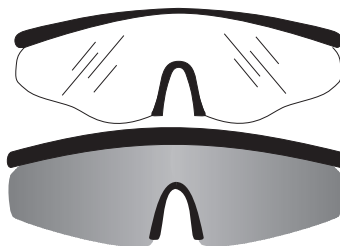
R+E Cycles
5627 University Way NE
Seattle, WA, 98105
206-527-4822
fax 206-527-8931
email Sales@rodcycle.com

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

The Eye's Have It!

And if they don't, they'd better get it! The ozone layer is thinning at an alarming rate, but you can adapt with proper eye protection.

Sunglasses Reg. \$20 each
Sale, buy one and get one FREE



Offer good with coupon only. No cash value. Limited to sock on hand. Expires June 3, 2006

Swerving Dervish?

Are you a Swerving Dervish? When you're riding to work do you swerve into traffic when you're trying to look behind you? Well, say goodbye to those days with a Third Eye mirror from R+E Cycles. It mounts quickly to your helmet and then you can see behind you. Reg. \$15

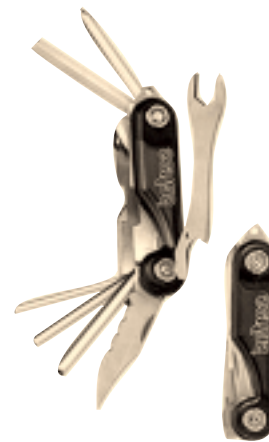
With Coupon Just \$11.99



Offer good with coupon only. No cash value. Limited to sock on hand. Expires June 3, 2006

That's one small tool you got there...
....but it'll do just about anything you need! The Serfas Mentor Micro has just about everything you'll need for a road side repair...right down to the bottle opener. Reg. \$20

While supplies last JUST \$16.99



Offer good with coupon only. No cash value. Limited to sock on hand. Expires June 3, 2006

PRSR STD
US Postage
PAID
Seattle, WA
Permit No. 231

A long, long, time ago...

...in a bike shop not so far away, lived some Lake Sport shoes. Nobody wanted to buy them because they weren't in style anymore. Until one day, a magical princess suggested that we lower the price from \$110 to \$25. Then the Lake Sport shoes found homes with lucky customers who's feet happened to fit in them and everyone lived happily ever after. Reg. \$110

With Coupon Just \$25



Offer good with coupon only. No cash value. Limited to sock on hand. Expires June 3, 2006

It's A Mystery



How we could have several Terry Liberator Gellissima saddles left in stock is a mystery. We haven't ordered any in quite a while, we think we've been selling them, but there are still quite a few in stock. My plan is to sell them all for....let's say....50% off and make them all leave at once. If they reappear after that, then we'll know something's up. Reg. \$70

While They Last JUST \$35

Offer good with coupon only. No cash value. Limited to sock on hand. Expires June 3, 2006

Man! My Dogs Are Tired!

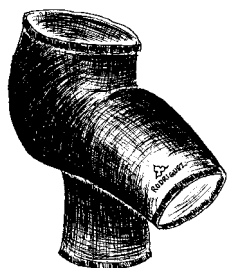
If that's what you say at the end of the night, then you need a pair of Superfeet insoles in your everyday shoes as well as your cycling shoes. I'm wearing a pair right now, and my feet are the least tired part of my whole body. Slip a pair of these into any pair of shoes. Reg. \$35



With Coupon JUST \$32.99

Offer good with coupon only. No cash value. Limited to sock on hand. Expires June 3, 2006

This Ought To Do It!



Even if they don't fit, you might want to buy a pair anyway just in case some day they will because we're going CRAZY! We've got a few pair of these left and we're going to sell them at just \$10 each. Get 2 pair for JUST \$15. Holy Smokes That's Cheap! Black Rodriguez cycling shorts Reg. \$35

**While They Last JUST \$10
or 2 pair for \$15**

Offer good with coupon only. No cash value. Limited to sock on hand. Expires June 3, 2006

Do you know how fast you were going?

Now you can say yes to that question everytime with the Sigma Sport BC-506 computer. It has just the basics, and is really easy to operate and install. Reg. \$25



**With Coupon JUST
\$16.99**

Offer good with coupon only. No cash value. Limited to sock on hand. Expires June 3, 2006

I've Seen The Light!



Then I bought one and put it on the back of my bike when I got stuck at work until after dark one night. Fortunately, I work at R+E Cycles, so it was easy. Now you can get the same Serfas TL-1000 ultrabright tail light for your nightly commute as well. Reg. \$30

**Save 20% with this coupon
Hurry, Limited Supply**

Offer good with coupon only. No cash value. Limited to sock on hand. Expires June 3, 2006

We Have The Best Customers In The World! And They're Travelling All Over It!

*Mike and Angela have a custom
8-ball convertible travel tandem/single that we built last Fall.*

April, 2006

Hi Dan, hope things are going well in Seattle. Sure the new shop is busier than ever.

So, the last week of March saw us heading to Sicily with the St. Louis Cycling Club- 38 travelers, 30 bikes. We flew on Alitalia out of Chicago, and all of the singles were jealous as only Big Blue and a Bike Friday got on board without paying \$80 for being a bike. Ditto on the return, although we had our own excitement as Angela was whisked off by security into the bowels of the airport in Catania, Sicily, leaving me behind. She had checked the bag with the captains seat tube (with the 5 couplers) and she was asked to explain what it was to security types that could only speak Italian! After her many gestures of a bike that can come apart, they finally believed her and let us continue on our way.

The assembly of Big Blue was quite the draw, but we didn't forget anything and all went well, ending a 24 hour day of travel going from Sunday morning and ending Monday night.

The first ride on Tuesday saw us heading up the flanks of Mt. Etna, going from sea level to 5400 feet the first ride out. There were lots of doubters about a tandem, but we had a great ride.

The week went well, with the tandem logging 320 miles and around 25000 feet of climbing. Angela did great, even though she was fighting a cold for most of the week. The last day she needed to do some shopping, so I transformed the bike into a single and headed out for a final spin.

Thanks again for an awesome bike!



*Read more stories and see
color photos in our on-line scrap book at
www.rodcycle.com*

Do You Know This Guy?



This is a photo of Angel Rodriguez (our founder) back in the 1970's. He was in front of the University Theater (just down the block from our shop), and someone snapped a picture of him growling in front of the King Kong poster.

A few weeks ago I made an appointment to meet a customer here on a Sunday so she could pick up her bike. Little did she know, but she was in for a treat. Angel had called the day before to let me know that he would be stopping by to pick up something. Well, he showed up in the middle of her appointment. I hadn't given him a tour since before the 2002 remodel, so I gave him (along with my customer) the full tour.

Back when I did the full remodel, I had found a bunch of old photos in the basement that are now on display in the shop. Angel had a great trip down memory lane, and gave me some history on some of the photos and items that we have on display. It was a fun walk around the shop, because the repair shop is set up in the same place it was in the 1970's. "It's looks just like the 1970's" Angel said. "Right down to the bikes" I replied as I pulled out a lime green, 1973 Rodriguez bike that had been dropped off for a tune-up during the week.

It was a great time, and my customer had a great time meeting Angel.

Weight Watchers

Read This

A guy brought in a fancy Italian frame a couple of weeks ago. I won't say the brand here, but suffice it to say that it is a very expensive, high tech racing frame made by a very well known company.

He brought it in because the aluminum dropout had broken and was wondering if it could be fixed. It was a \$3,000 frame, and the manufacturer told him "no warranty". Well, it couldn't be fixed economically (aluminum glued to carbon fiber can't be easily fixed), but while I was holding it I thought to myself that it felt pretty heavy.

It was made from super high tech aluminum with a carbon fiber rear triangle glued on to the back of it. I put it on our digital scale, and it weighed in at 3.8 pounds for the frame only. I grabbed one of our Rodriguez S3 frames that was hanging in the shop and it weighed 2.6 pounds. This was a direct comparison between 2 frames on the same digital scale at the same time.

Our frame is over a pound lighter, and over \$1,000 less money. It's made right here in Seattle, and has a warranty if something ever breaks. It rides much more comfortably to boot.

It occurred to me to then weigh one of our stock touring frames at this same time. The frame that I grabbed happens to belong to the women in the opposite article. Anyway, I digress, her touring/commuting frame, complete with cantilever bosses and all only weighed 3.9 pounds. I don't know what the catalog for that fancy Italian bike says that frame weighs, but I'll just bet it doesn't say 3.8 pounds.....hmmmmmm.....



The new Trillium Frame from R+E Cycles is lightweight, comfortable, and custom just for you.

Let There Be Light!

I tell you what...no one will doubt that you're out there when you turn on 16 to 20 watts of hologen power! Combine that with up to a 6 hour burn time and you can ride from here to Centralia and still have plenty of light to spare. Use this coupon to save 25% off any Cygolite lighting system that we have in stock. Reg. \$110 ~ \$180

SAVE 25%

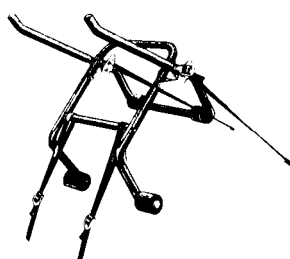


Offer good with coupon only. No cash value. Limited to sock on hand. Expires June 3, 2006

The Best Show In Town!

Hollywood may put out some great shows, but we like their bike rack better. The Hollywood bike rack has been a standard in the industry for about as long as I can remember (which is getting to be a long time). It carries 2 bikes on the back of just about any car and is very reasonably priced at \$70. Well, you can use this coupon and save \$10 because we're putting them on sale for

JUST \$59.99



Offer good with coupon only. No cash value. Limited to sock on hand. Expires June 3, 2006

FREE Lunch

Cliff bars may not seem like much now, but when you're bonking at mile 70, a Cliff bar tastes great. You'll be thanking yourself for taking us up on this offer then.

Buy a Bento box for \$19.99, and

we'll give you 2 FREE Cliff bars.

FREE is a very good price



Offer good with coupon only. No cash value. Limited to sock on hand. Expires June 3, 2006

Get out of your CAGE!

And get into a new Blackburn Competition cage for just

\$4.99

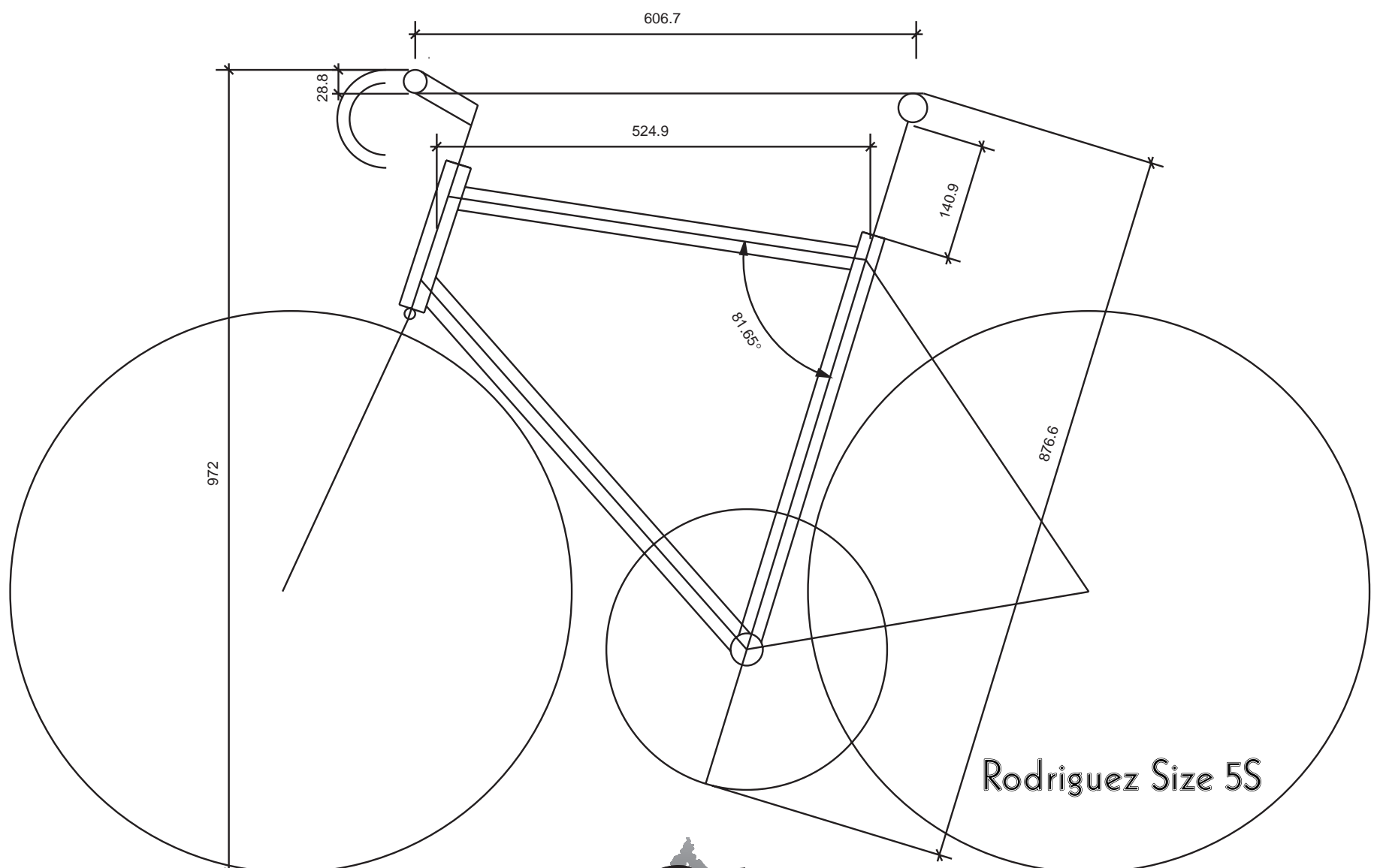
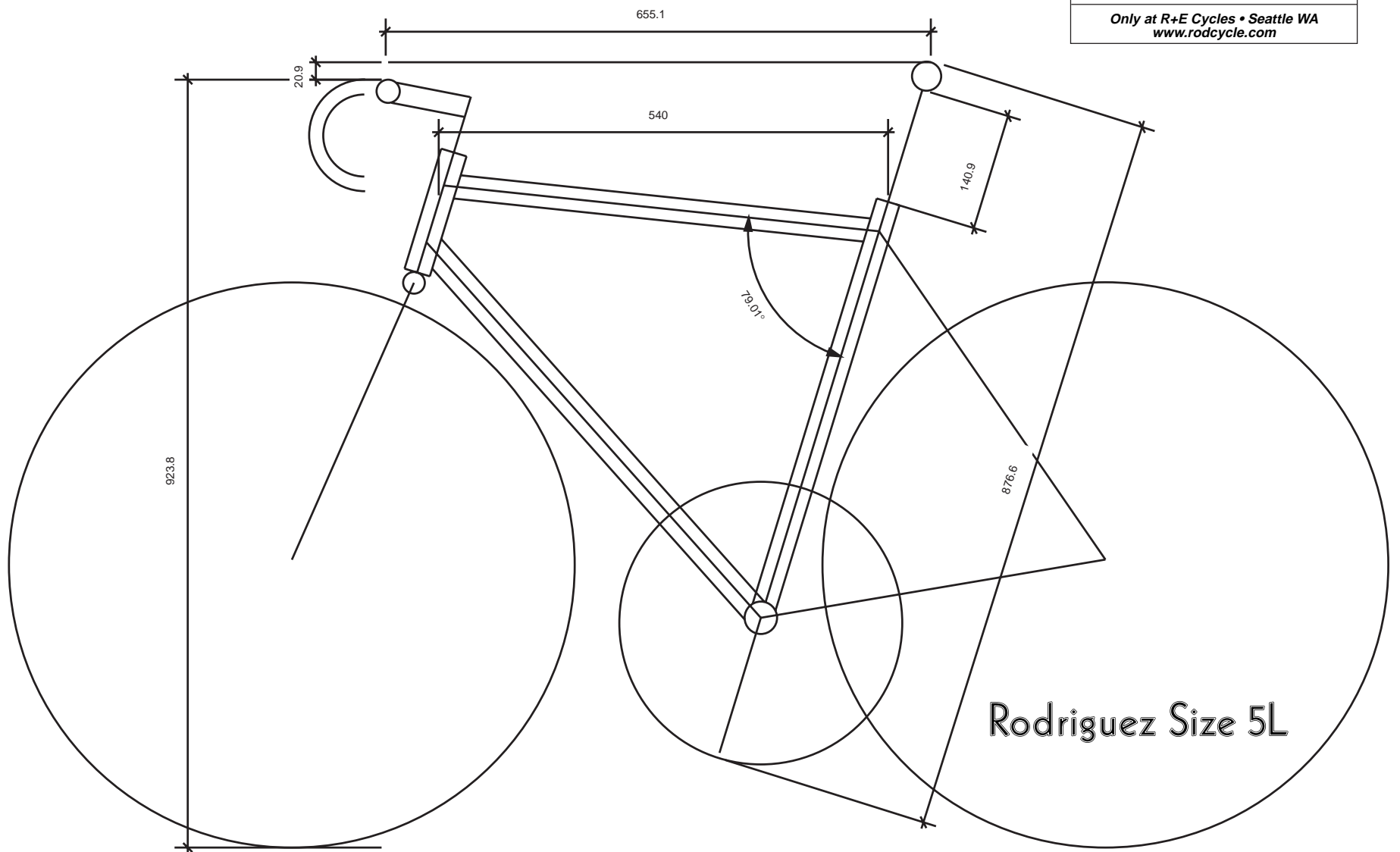
Reg. \$6



Offer good with coupon only. No cash value. Limited to sock on hand. Expires June 3, 2006

Seeing isn't always believing

Without reading the numbers, can you easily spot the differences between the 2 bikes below? I guarantee that if you rode each of these bikes for 10 miles, you would **FEEL** the radical differences between them.



Only at R+E Cycles

Sometimes you've just got to FEEL the difference!

This winter, Scott and I sat down and took our stock bicycle sizing to the NEXT™ level with the development of our NEXT fit™ system. You can read about our NEXT fit™ system on our website at www.rodcycle.com. Below is a description of some of the philosophies that we used for developing our 15 stock sizes for 2006. The drawings on page 4 are actual drawings showing just the fit measurements for our 5L and our 5S sizes.

Often, a customer will come into the store and say something like "what do you have in a 53cm bike?". Usually, they have a 53cm bike already, or they were put on a 53cm at another shop for a test ride, and they assume this is their size.

The illustration to the on the opposite page shows drawings from 2 of our frames that would equate to a 53cm bike, the 5L and the 5S, but both of them will fit riders with very different body types.

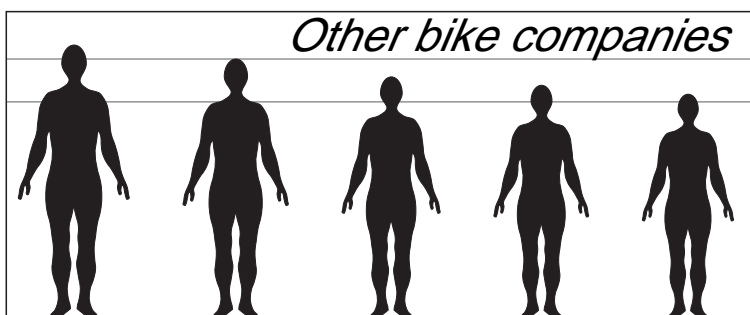
To the naked eye, the frames look very similar. Both bikes are set up for a high performance ride, and they both look proportional. The seats are adjusted to the same height, they both have the same amount of seat post showing. If the customer

stands over each bike, they will have the same clearance.

The fit differences though, are quite dramatic. Notice that the reach to the bars is 5cm (almost 2 inches) closer on the 5S bike. In bicycle fitting terms, 5cm is as good as a mile! The bars are also 5cm higher on the 5S than on the 5L. These fit differences are designed into the bicycle frame, so the bikes both look great! The 5L is designed for a rider with longer arms, longer torso, and no old injuries (back, neck, shoulder etc...). The 5S is designed for the rest of us.

We're really excited about the fit of our new line-up. Scott was right on with his new geometries. The bikes look great, and we're able to fit almost everyone on one of our 15 sizes without going custom. Our new manufacturing philosophy gives us the opportunity to offer 4 different color choices, and 4 different decal choices all at no extra charge. The 2006 bikes not only fit great, but look fantastic! Of course, we're still building quite a few custom bikes, and a lot of people choose a custom color on a production size. The great thing about our new process is that none of this slows down the queue.

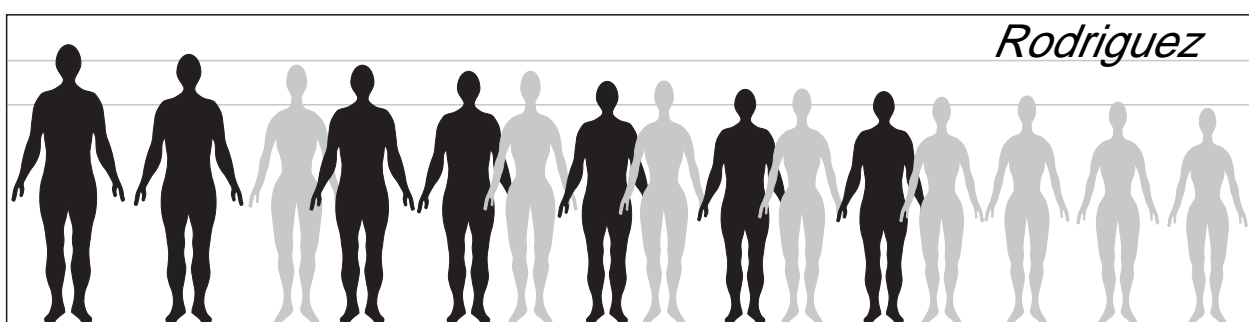
It's going to be a great season!



NEXT fit™ is the most advanced bicycle fitting experience yet developed, and it's only available at R+E Cycles.

R+E CYCLES

Only at R+E Cycles • Seattle WA
www.rodcycle.com



Other bike companies make 5 or 6 sizes of frames. At Rodriguez, we make 15 production sizes, and custom.

The Right Stuff

Cycling is always more fun if you have the right stuff. A good cycling jersey will wick the perspiration from your body so it can evaporate instead of soaking your cotton t-shirt. We'll set you up with something basic and give you a \$5 discount to boot. R+E Cycles red or blue jerseys are reg. price of \$35



SALE \$29.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires June 3, 2006

Man's Best Friend

A dog is considered man's best friend. While a real Doberman would be great for protecting your bike, the Doberman cable lock from On Guard is a lot easier to carry around. The combination is resettable to anything that you can remember. Reg. \$23



With Coupon \$18.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires June 3, 2006

We've got something up our sleeves

and it's a really great deal for you morning commuters and club riders. We've got a selection of Bellwether long sleeve jerseys on sale for 1/2 off. Reg. \$50



**SAVE 50%
JUST \$25**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires June 3, 2006

Totally Tubular!

There's a saying that takes you back to the '80's, so how about a price that takes you back to the '80's?



Tubes 3/\$11

Offer good with coupon only. No cash value. Limited to stock on hand. Expires June 3, 2006

No Matter How...

...Sweet It Is...

...It Can Always Get a Little Sweeter!

So you've already got a sweet ride, but you're just itchin' to add a little.....umph to it?

I thought I'd show you a few of the items that have really caught on fire over the last few years.

Hands Down! The best improvement in comfort since padded bar tape!

The FSA K-Wing handle bar is a winner! Now here's a product that uses the power of carbon fiber for good results. FSA discovered that they can mold and shape carbon fiber any way they wanted, thus throwing off the limits of just bending a round piece of aluminum into a handle bar. By studying how the human hand rests on the handlebar, FSA was able to mold this bar to fit the hands perfectly no matter where you ride on the bars. The top of the bars are wide and flat. This fits your hands comfortably, and allows for some 'shock absorbing' flex in the bar. When riding on the hoods, you'll find that the bars are designed to distribute the load much more evenly as well.



Our price on this bar set up is \$500, and this includes a carbon/Ti stem, new cables and housing all around, and full installation.

If you want to lighten up your bike and make it more comfortable to ride, this is the best \$500 you can spend on your bike.

What Ever Floats Your Boat!



The Serfas Cirque SL water bottle cage is so light you'll think it should float. It doesn't, I've already checked that out for you ahead of time, but that doesn't change the fact that this cage is about as light as one of the bolts holding your existing bottle cage in place. One great thing about this cage is that it comes with a pair of featherweight mounting bolts as well, so it's kind of like 2 upgrades for the price of one. Pretty sweet huh? Just 20 grams each.

\$44.99 each

2 Birds with 1 Stone!

Rotational weight is the best weight to save. Low spoke count with V shaped rims gives you aerodynamic advantage. Well, people are discovering the wonders of both with Velocity Spartacus wheels. These puppies are reliable and high performance. The hubs have maintenance-free sealed bearings, and the rims are super strong. A high performance set of wheels is the best way to improve the performance on any bike. We have a couple styles that we stock. Campagnolo and Shimano compatible.



\$375 ~ \$475
Prices include installation

Frogs on a Diet!



The wonders of Speedplay Frog pedals are well known around these parts. But did you know that as well as the \$120 Frogs, Speedplay makes an ultralight version out of Titanium that we stock as well? Pedals are rotational weight, so any weight you save on pedals is like saving 3 times that amount. Wouldn't it be great if cellulite was rotation weight?

\$229.99 a pair

Good Vibrations!

A carbon fiber seat post is a great way to improve the comfort of your bike as well as lighten it up quite a bit. Most seat posts are aluminum and a lot stiffer and heavier than the new carbon posts.

Installed price
starts at
\$64.99



Pitch Fork???

A great way to save weight on your bike is to pitch that old heavy fork, and have us install a carbon fiber fork in its place. In some cases you can save up to a pound. This can also improve your comfort a bit as well.

Installed prices
start at
\$250



Affordable Housing?

In Seattle, a lot of people complain about the price of housing. It seems that the average price of a house is over \$300,000! Well, here's some housing that's way less than that.

The Nokon cable housing brings high-tech performance to a part of the bike mostly ignored. It's made of aluminum beads that look great and improve the performance of your bike because it won't compress like old-fashioned housing. It lasts a lifetime, looks sweet, and lightens your bike as well. How can you go wrong with all of that? Give us a call and we can move you in today.

It comes in black, silver, red, blue or gold.

Installed price
for a full bike
\$200



Stretch Your Dollar...

...not your chain. If you have over 1500 miles on your chain, you're putting your wallet at risk. If your chain stretches too much, you'll wear out your gears on your bike, and a repair bill will be much bigger than if you just had that chain checked for stretch. Bring in your bike and this coupon, and we'll measure your chain and check it for stretch while you wait. We'll even lubricate it as well. The best part of all, is that we'll do it all for FREE



FREE Chain check and lube

Offer good with coupon only. No cash value. Limited to sock on hand. Expires June 3, 2006

It's The Real Deal All Right!

So your Campagnolo equipment is ready for new cables and housing, but you haven't wanted to replace them because...well...because they're Campagnolo, and you don't want to put some inferior grade, made in Taiwan cables on your bike? Well, we can help you out. We stock genuine Campagnolo cable/housing sets in our repair shop. These are the real deal baby, and you can even pick up a set on sale now and save \$10. The set includes 2 shift cables, 2 brake cables, and all the housing and ferrules you'll need to keep your Campagnolo bike all Campy. Campagnolo cable/housing set Reg. \$75

With Coupon Just \$65

Campagnolo

Offer good with coupon only. No cash value. Limited to sock on hand. Expires June 3, 2006

Did you commute all winter?

Well, if you did then your chain probably looks a lot like the chains on the bikes coming in for repair the last few weeks...that would be filthy. No problem, we don't mind cleaning those filthy chains, but just in case you want to clean your own, here's a deal for you. Park chain cleaning system Reg. \$40



With Coupon \$35.99

Offer good with coupon only. No cash value. Limited to sock on hand. Expires June 3, 2006

Why Can't We Be Friends?

Because you're riding to slow, that's why. The winter is over, and I know that some of you commuters that ride mountain bikes are still riding those big, heavy, slow tires. I know this because I rode past one of you last night on my way home. Now, I don't mind blowing by you on my road bike, but I know that if you had a set of Serfas Barista 26X1.25" tires on your bike we could ride side by side and chat on our way home. They are the lightest, fastest durable tires for your mountain bike that we've ever found. So, what do you say? Come on down and pick up a pair for just \$50 and we'll do the installation for FREE (Reg. \$16)



SAVE \$16

Offer good with coupon only. No cash value. Limited to sock on hand. Expires June 3, 2006



Meet the 2006 R+E Cycles Team!

From left to right:

- Dennis** - Master Frame Builder, Machinist
- Jenny** (front row) - Frame Building and expediting
- Teresa** - Master Painter
- Dan** - Whatever needs doing
- Todd** - Expert Frame Builder
- John** - Mechanic and diagnostician
- Megan** - Barista and shop assistant
- Scott** (back row) - Service Manager, Bike Designer, Expert bike fitting
- Tommie** (front row) - Mechanic and Assembly
- Amber** - Administrative, Coffee Shop Supervisor
- Smiley** - Expert bike fitting, Sales
- Marcie** (not pictured) - Pays all the bills

R+E Cycles
 5627 University Way NE
 Seattle, WA 98105
 206.527.4822
 sales@rodcycle.com
 www.rodcycle.com



2006 has really been great for all of us here at R+E Cycles all ready. The season has just begun, but for us it never ended. We want to thank all of you and wish you a fantastic 2006 cycling season.

Detour Ahead!

The Detours Metro handle bar bag is small and light, but carries a lot of stuff. It detaches easily with the touch of a button, and comes complete with a carrying strap. Reg. \$50



With Coupon \$36.99

Offer good with coupon only. No cash value. Limited to sock on hand. Expires June 3, 2006

Take the NEXT step

Get your bike fitting comfortably for the season. NEXT fit™ is the most advanced system for fitting a bicycle. Use this coupon to save \$25 on a complete fitting service for you and your bicycle. You'll need to make an appointment. Just give us a call at 206.527.4822. Be prepared to spend an hour or so with us. Reg. \$125



With Coupon \$100

Offer good with coupon only. No cash value. Limited to sock on hand. Expires June 3, 2006

Have a drink on us...

...or at least split it with us. Use this coupon to get any coffee drink in our espresso bar for 50% off the regular price.

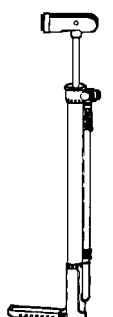


SAVE 50%

Offer good with coupon only. No cash value. Limited to sock on hand. Expires June 3, 2006

Get Pumped

The Road Morph pump is the small frame pump that has the power of a full size floor pump. It converts to a floor pump, and even has a gauge built right in. Reg. \$40



With Coupon \$36.99

Offer good with coupon only. No cash value. Limited to sock on hand. Expires June 3, 2006