

There is nothing permanent except change.  
- Heraclitus



5627 University Way NE • Seattle • 206.527.4822 • [www.rodcycle.com](http://www.rodcycle.com)

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

## Going With the Flow...

When we took the frame shop apart and re-tooled in November of 2005, I really wasn't sure what to expect. The theory was that a bicycle could flow from 'fit to finish' in a smooth fashion... much like a managed waterway or canal system. By removing the 'dams' caused by mass production, and focusing on product flowing evenly through the manufacturing process, we could reduce our average wait times to 4 weeks or less for any bike.

Well, I'm happy to say that we have reached that point. As a matter of fact, our average delivery time from 'fit to finish' is **only 3 weeks!** That's on any bike.....a custom tandem, a sport/race bike, a Willie Weir UTB, it doesn't matter. If we don't have your size or color ready right now, or you don't fit on one of our 15 production sizes, it will only take 3 weeks to hand-build your new dream bike.

This is a major accomplishment in the industry, and it could not have happened unless the team here at R+E Cycles was willing to change the way they thought about making bicycles. Their willingness to look at things in a new way, adapt their methods, and change focus to a more smooth, one at a time approach has resulted in more consistent delivery times, much more flexibility for custom sizing or custom paint/decal work, and the most important aspect....more satisfied customers than ever! A team like this is rare, and I'm lucky to be working with every one of them.

If you've been putting off a new bike this season because of weather, don't worry, it's not too late to have your bike ready for all your favorite rides. Now that the summer has finally arrived, we can guarantee your new bike in 3 weeks or less!

If you're considering a new bicycle or tandem purchase this spring, or know someone who is, why not consider a hand-built bike, made right here in Seattle by one of the most unique, experienced staffs in the industry?

Thanks for choosing us!

## Do you want to know where to ride?

Ask Bill! Bill Thorness is an R+E Cycles customer who happens to be an author of a great new book, *Biking The Puget Sound*. Well, it just so happens that we are in the Puget Sound, and we like to bike. Why not have Bill come out to the shop and do a slide show of some of the great rides that he's found and have a little question and answer time? Why not? Bill will be here on Saturday, June 16th. **Read details on page 3**

## Where's Willie?

At R+E Cycles....Of Course!

We have a special treat for you this Spring. Willie Weir will be performing his latest slide show from his Southeast Asia bicycle tour. I've seen it, and it is spectacular! Willie is a fantastic entertainer and his photos are remarkable. He will be performing one night only.

This is the last chance to see this show this season!



**Mark your calendars for Saturday,**

**May 19th 7PM**

**Read the details on page 8**

**Seating is limited!**

## Don't Miss Out!

**R+E Cycles**

5627 University Way NE

Seattle, WA, 98105

206-527-4822

fax 206-527-8931

email [Sales@rodcycle.com](mailto: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.

## HOURS

Monday ~ Closed

Tuesday - Friday 12 ~ 6

Saturday - 10 ~ 5

Sunday ~ Closed

by Appointment ~ anytime



## Gu for You!

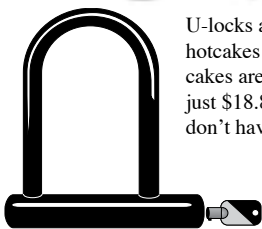
Use this coupon to get 2 packets of Chocolate Outrage Gu for FREE when your purchase of \$5 or more in R+E Cycles.



**FREE is a very good price!**

*Offer good with coupon only. No cash value. Limited to stock on hand. Expires June 2, 2007*

## U for You



U-locks are back and they're "selling like hotcakes"! I'm not sure how well hotcakes would sell in a bike shop, but let's hope for IHOP's sake that "pancakes are selling like U-locks"! Use this coupon to get a Knox U-lock for just \$18.88. At that price you can afford to get one to leave at work so you don't have to haul it back and forth! Reg. \$25

**With Coupon Just \$18.88**

*Offer good with coupon only. No cash value. Limited to stock on hand. Expires June 2, 2007*

## Two for \$2

What good would a toe warmer be if you only had one? Grabber toe warmers go inside of your shoe and warm your feet on extremely cold days. Great for touring, cold mornings on STP or commuting. Use this coupon to get 2 toe warmers for \$2. That's one for your right foot, and one for your left foot, and averages out to about \$1 per foot! What a deal! Reg. \$3



**With Coupon Just \$2**



*Offer good with coupon only. No cash value. Limited to stock on hand. Expires June 2, 2007*

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# A Perfect X Mac OS X that is...

Last newsletter I told I told you about the retiring old beige machine. Well, here's a shot of my new work computer. It looks like a high tech TV, but that's the whole computer right there. I'm still really struggling to learn all of the little tweaks of OS X seeing as how I am the one who fixes any computer break downs around here. This newsletter was the first layout project I have attempted in OS X and all of the new software. Wow! It's a whole lot different, and this newsletter is taking me much more time to layout as I am learning new software for every aspect of what it entails. As a matter of fact, my first publish of this newsletter on the internet (which some of you undoubtedly have) is missing this story because it somehow was replaced by a picture of gloves. On a recheck, I found it, and this story returns. Curse you InDesign! Anyway, I'm sure in time I will come to love InDesign as much as I have loved PageMaker over the last 20 years. Bear with me as I move into the new millennium. If you find more spelling errors than usual, it's because I'm even having trouble finding the spell check.



## Some things will never change!

If you've been by the shop in the last few months, you may have noticed that the neon sign wasn't there. That's because it was being completely refurbished and repainted. It's just like new! The neon works again and the spokes turn just like they did back in the 1970's. This is one area of the shop that we'll always be re-conditioning and not upgrading.

### Sick of Computer Upgrades?

How about a downgrade? I'm tired of computer upgrades, and I know there's a lot of Vista upgrades out there that are sick of high tech too. So, what I'm going to do is show you the Sigma BC506. This is a computer for those who just want their bike computer to work, and don't want any flashy crap. It's priced right at \$25, but in my current state of mind, I'm going to let you have one for just \$14.99! Better hurry up though, 'cause I'm almost done with my computer upgrades and then I'll be thinking much more clearly.

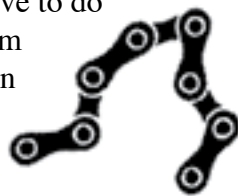


**SAVE \$10!!!**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires June 2, 2007

### Time for a 'Change'?

It's that time of the year again. I shouldn't have to remind you that changing your chain before it stretches will save you hundreds of dollars. But I will anyway. Use this coupon to have us inspect and lubricate your chain for FREE. All you have to do is bring your bike by the shop and we'll perform this service on the spot, while you wait. It's fun and it's FREE!!



**FREE is a very good price!**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires June 2, 2007

### Seattle Sunshine Getting you Down?

If you're looking for a good way to keep Seattle sunshine off or your back, bike, feet etc.... How about a set of Planet Bike Freddy Fenders? These guys install in seconds and are even easier to remove when not needed (i.e. when the real sun is out). Reg. \$35



**With Coupon Just \$28.99**

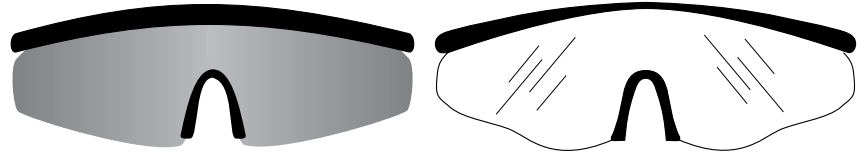
Offer good with coupon only. No cash value. Limited to stock on hand. Expires June 2, 2007

### You are my Sunshine!

I know it's sunny out there today, because I watched the weather forecast last night. So, sun has been redefined as an overcast, rainy day.....no problem, we've got the right sunglasses for you.

Perfect for the Seattle Sun! Use this coupon to get 2 pairs of eye protection. We have Clear, Amber and Dark lenses, so mix it up a bit and get 2 different types. That way you can be ready for either kind of Sun. Reg. \$20

**With Coupon 2 for the price of 1**



Offer good with coupon only. No cash value. Limited to stock on hand. Expires June 2, 2007

### Glutton for Punishment

I know you...no matter how technical your life has gotten, you always ready for the latest and greatest gadget? You don't even care if it took 3 days to upgrade to Vista because you like tinkering with technology. I'm well aware of this philosophy as my wife is among your ranks, and she always keeps me on my toes with whatever new tech gadget is out there on the cutting edge (ipod, iphone, GPS unit, etc...).



Not to worry! We've got a bike computer for you as well. This baby has got it all and then some! • fits on handle bars just like a regular computer • altitude • speed • cadence • heart rate • distance • time • calories burned • climb and descent • plus more! This oughta keep your insatiable tech appetite in check for a least one season. At least until the new teleporter model comes out.

Just to prove I'm not anti-technology, I'll even give you a deal on one of these units. Use this coupon to get a FREE installation with your purchase of any Garmin GPS bike computer at R+E Cycles. Prices start at \$399

Offer good with coupon only. No cash value. Limited to stock on hand. Expires June 2, 2007



# Where can you ride? Ask Bill!

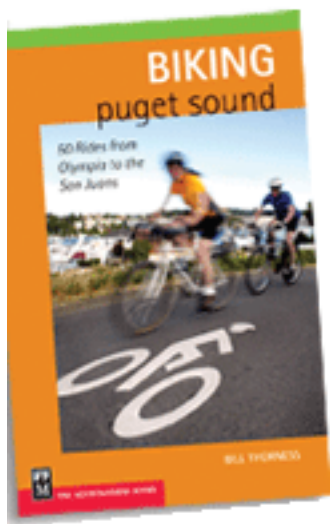
Spend **Saturday, June 16th** at R+E Cycles with Bill Thorness. You'll see wonderful slides of places to ride right here in the Puget Sound. Bill will be on hand to answer your questions from 12-3.

## Biking Puget Sound with Author Bill Thorness

Learn the best road biking routes in the Puget Sound with Bill Thorness, author of *Biking Puget Sound: 50 Rides from Olympia to the San Juans*, just published by the Mountaineers Books. The book covers road cycling in Seattle, Tacoma, Olympia and more than 70 other Puget Sound communities. Rides range from urban neighborhoods to wide-open farmland.

Using slides and maps, Bill's presentation will:

- Reveal some of the great off-street paved trails and safest road routes in the region



- Offer tips on how to take a San Juan Island biking vacation
- Offer ideas for rides with out-of-town guests
- Help you feed your inner naturalist with the sights and sounds of country cycling

Freelance writer and editor Bill Thorness also writes about travel, health care, gardening, and photography. An avid cyclist, he resides in Seattle and is a member of the Cascade Bicycle Club. To learn more about the author and his book,

go to [www.bikingpugetsound.com](http://www.bikingpugetsound.com).

**Remember, Saturday, June 16th Bill will be in R+E Cycles from 12-3 showing slides and answering your questions.**

## The Shirt Off Our Backs

Back by popular demand! You've all been asking to buy R+E Cycles Wing Logo shirts. Now they are back in stock, at least for a while. Get 'em while their hot! Reg. \$15



**With Coupon \$12.99**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires June 2, 2007

## That's one small tool you got there...

The smaller the better when it comes to folding bike tools. The Serfas Mentor Micro folding tool has 9-functions and is still small enough to fit in your pocket. You'll be able to perform just about any on the road repair and can be the hero of all your riding buddies. Reg. \$20

**With Coupon \$14.99**



Offer good with coupon only. No cash value. Limited to stock on hand. Expires June 2, 2007

# We have the Best Customers in the World!

December 28th, 2006

Dan,

Thought you might finally like to see a picture of us rolling for a Christmas picture. This is one sweet ride - thanks to you and everyone there at R+E for your dedication to quality products with old-time service. Looking forward to seeing you all out there...

*P.S. - please pay no attention to the lack of helmets. The caps are for dramatic effect. Always ride with a helmet, after your Christmas photos are finished.*



To see more great photos of the Shuhart Family on their Rodriguez Triple as well as other great customer letters, visit our online customer scrapbook at

[www.rodcycle.com](http://www.rodcycle.com)

## Techies Take Note

You saw the Garmin computer on the last page, but you've already blown your tech budget for the year you say? You want that Garmin so much you can taste it, but you'll have to save up for a bit? All your techie buddies will be GPS'n around the Sound, and you'll be lost...in the dark...with nothing cool to impress your less techie friends with? Will you let yourself be relegated to the status of 'retro-grouch'.....a virtual laughing stock in the tech community? I'm sorry, I just can't let that happen to you. So for you, I'm going to set you up with a pair of very 'techie' sunglasses that your 'non-techie' friends will think you paid hundreds for.

These new Tifosi sunglasses are within monetary reach for just about anyone, and they are photosensitive. That means that they darken and lighten automatically when needed. The question is, will the darkening be needed anytime soon? Either way, they are cool, and they're just \$49.99 on sale at R+E Cycles.

For the 'non-techie' tifosi also makes all the same frame styles in regular lenses starting at \$30



This is an introductory price only, and will expire on June 2nd 2007.

**Introductory Special!**  
**Just \$49.99 with coupon**  
*Photosensitive model*

Offer good with coupon only. No cash value. Limited to stock on hand. Expires June 2, 2007



# No Matter How Sweet it is.... ...you can always add a little sugar

This winter was colder and wetter than the last several winters. As a result, we saw a big increase in the number of people looking for the most reliable components for commuting in the Northwest. We've been a strong advocate for Phil Wood hubs and bottom brackets for years, but this winter I think we set a new record! Below is a mix of different things you can do to add a little sugar to your bike. Some are for comfort, some are for the weight conscious, and some are for those brave souls that slogged through the snow, sleet, rain and wind of last winter.

## April Showers Bring May.....uhmm...Discounts

Special for Rodriguez Owners! If you have any Rodriguez bike, you can bring it in during the month of May, 2007, and receive a 10% discount on any of the prices listed in the 'How Sweet is is...' section of this newsletter.

## Our Buddy Phil



Phil Wood hubs are the most durable hubs on the planet. This season we've seen a huge increase in the sales of these American made, exceptional hubs.

Commuters, tandem riders, and bicycle tourists all can benefit from these trouble free, sweet looking hubs. They come complete with a 5 year parts and labor warranty....even if you're slogging through last winter. \$550 pair  
(Save 10% if you own a Rodriguez)

## World's Top Bottom Bracket



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

Price starts at \$160 (Save 10% if you own a Rodriguez)

## 'Feel' The Power

I know what you're thinking....What the HE#\$%% is a Carbon Fiber handlebar doing on the same page as Phil Wood bottom brackets and hubs??? Well, comfort is just as important as durability when touring or commuting, and I think these bars are a great fit for the heavy duty use of these cyclists as well as the racer. Besides, why should all the light weight high tech stuff be for racing only? The FSA K-Wing handle bar 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 \$550, and this includes a carbon/Ti stem, new cables and housing all around, and full installation. These bars are just as popular with our commuting/touring customers as with our race/performance oriented riders. If you want to lighten up your bike and make it more comfortable to ride, this is the best \$550 you can spend on your bike. (Save 10% if you own a Rodriguez)

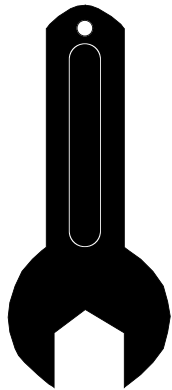




# RODRIGUEZ

## Owners

### Did You Know?



As the owner of a Rodriguez bicycle, you now qualify for an automatic 10% discount on labor services in our repair shop whenever you come in. Our prices are all published here in the shop and online at [www.rodcycle.com](http://www.rodcycle.com) (then click on the bike repair services section). The price you see is the regular price, and your price will be 10% under that. It's just one more advantage you can get when you purchase a Rodriguez Bicycle at R+E Cycles.

### What do Cannondales and Co-motions Have in common?

As far as I can tell, at least one thing. They both use an eccentric in their tandems (and single speed mountain bikes for Cannondale) that their customers would like to upgrade. I get several e-mails per week asking if they can upgrade to one of our Bushnell eccentrics. Last year, I figured out that Co-motion tandems were compatible, and so the upgrading commenced!

Up until now, I've been telling all of those Cannondale owners that they were out of luck. Well, good news for Cannondale owners! Recently, a Cannondale owner from Canada was so taken with the design of the Bushnell, that he took it upon himself to measure his frame and e-mail the specifications to me. I was surprised to learn that newer Cannondales are indeed compatible with the Bushnell eccentric. I called Cannondale to confirm the spec, and he was right. Not sure what year they changed their spec, but we'd be happy to include Cannondale in the list of competitive upgradable bikes. The Bushnell eccentric is lighter weight, made right here in Seattle, and is much easier to adjust than the other designs available.



Competitive upgrade is just \$120 for a Bushnell eccentric if you own a bike that it is compatible. Just drop us an email at [sales@rodcycle.com](mailto:sales@rodcycle.com), or stop by the shop.



### Looks Great, and Less Filling

Recently, my step father picked up his super sweet new S3. He took it back to Idaho and went for a ride with his buddies. One thing they really seemed to like about it was his new Carbon water bottle cages. We imported a bunch of these guys for this season. They are light, they sork great, and they look cool! Reg. \$44.99

**With Coupon Just \$34.99**



Offer good with coupon only. No cash value. Limited to stock on hand. Expires June 2, 2007

### You're Friends Might Laugh...

....at first when they see your new quick release Detours Metro handlebar bag. But when they leave their iPod at the coffee shop, and their cell phone falls out of their jersey pocket during the ride, you can laugh at them all the way home. Better yet, you can send them into R+E Cycles to pick up a Metro bag just like yours for just \$29.99 (Reg. \$40)

**SAVE 30%**



Offer good with coupon only. No cash value. Limited to stock on hand. Expires June 2, 2007

### Seattle Sun Special

Now that the Seattle Sun is out, you're going to want a set of lights on your bike.....right? Maybe not.....better play it safe though and pay us a visit. Use this coupon to get a Pyramid quick release light kit. Includes both front and rear lights, and batteries. Reg. \$30

**With Coupon Just \$19.99**



Offer good with coupon only. No cash value. Limited to stock on hand. Expires June 2, 2007

### Under Pressure

If you've been finding yourself under pressure lately, there's not a whole lot we can do for that. For your bike tires on the other hand, we've got a solution. Use this coupon to pick up a Planet Bike Ozone ST floor pump for just \$28.99 and whip those tires into shape without expending too much effort. Reg. \$34.99

**SAVE 20%**  
**With Coupon Just \$28.99**



Offer good with coupon only. No cash value. Limited to stock on hand. Expires June 2, 2007

### Hands Down

Hands Down the best deal on cycling gloves! The Rodriguez Gel padded cycling gloves have become a favorite of our customers. Reg. 25

**With Coupon Just \$19.99**



Offer good with coupon only. No cash value. Limited to stock on hand. Expires June 2, 2007

### Hollywood Values

The favorite basic car rack has always been the Hollywood. Why change what works (something I've been asking myself all winter)? Anyway, we've got a great value on Hollywood racks this month. Reg. \$70

**With Coupon Just \$59.99**



Offer good with coupon only. No cash value. Limited to stock on hand. Expires June 2, 2007



# Stop Right There!!

Or stop anywhere you want to with a pair of Trillium Big Squeeze Cantilever brakes from R+E Cycles! By the time this newsletter hits your door, we should be less than 2 weeks away from the completion of our first manufacturing run of these revolutionary new cantilever brakes. No improvement was left out in this design. Whether you ride a touring, cyclocross, or tandem bike, you're going to love the improvements you'll see with the Big Squeeze.

The benefits of cantilever brakes are undeniable. Length of pad wear, ease of mounting racks, fenders, wide tires etc... We love the cantilever brakes of the past, and we're hard at work developing the cantilever brake of the future. I've told a lot of you that we have a design that we've wanted to try and now it's here. To the right is a drawing of the Trillium Big Squeeze cantilever brake. We have now begun production of the Big Squeeze.

The Big Squeeze offers several improvements over any cantilever brake available.

1.) The toe adjustment is very easy to fine tune (no notches). This makes it much easier to align the pads and adjust out any brake squeal.

2.) Angle adjustment is necessary in a cantilever to adjust for different frame designs/sizes. Usually, this adjustment has to be done using the posts on the brake pads. This often causes a lot of flex resulting in loss of braking power or that deafening squeal. On the Big Squeeze, the pivot at the top of the arm allows for angle adjustment. This means that the pads can be set to full depth against the mounting hardware. A much firmer feel and less vibration are the results (no squeal).

3.) In a traditional cantilever design the brake loses power as the saddle (or yoke) raises upwards. So, the more you apply the brake, the more your mechanical advantage is

 *Trillium*

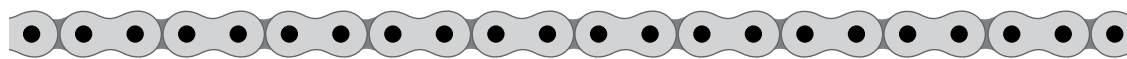


diminished. The Big Squeeze eliminates this problem by pulling from the bottom of the brake arm.

How about that? All the advantages of a cantilever with all the major drawbacks solved. If you race cyclocross, you may have seen some of the prototypes out there last season. If you ride a tandem, cyclocross or touring bike, you'll want to check these out before they sell out!

We're making 125 pairs so they will probably sell out quickly. As a matter of fact, we've got several orders already in, and I suspect that after the tandem rally, we'll see a run on them.

At R+E Cycles, we've made a commitment to develop products that improve our customer's cycling experience. With the addition of our machine shop in 2004, that commitment is now extending into parts that we always wished for as well as the bicycles themselves.



# Top of the Heap!



Here's a product that's the best in its field

We've sold a lot of tandems over the years, and seen just about every way to carry them. Tandem Topper was the first product to use a swivel to assist you when hoisting that tandem on top of the heap (or fine automobile). Topper products are made by ATOC, right here in the Seattle area, so they're a natural fit for us. This has been a fantastic tandem year, and Tandem Toppers have been the choice for just about all of our customers when carrying their new addition to the family. We keep one in stock, on display in the store for you to try out. Stop by for a demonstration.



# Organization to the Organization

In an organization like ours, there's a whole lot of opportunity for chaos. Someone has to point me in the right direction once in a while. For instance, I really prefer to be in the repair shop fixing bikes, so while writing this newsletter, even right this minute, I'm thinking of how much fun it would be to leave all of these new software programs in the office and go downstairs to fix bikes with John, Beau, Tommie and Ross. I wouldn't have to try and figure out how to wrap text around a graphic, or where the #\$\$%# did they hide that spell check! In the repair shop, I'm at home. There's virtually nothing I haven't already done at least once, and it's fun to figure out how to do the impossible.....well, that's about as much time as I can waste wishing one of the mechanics would come up here and ask for help on a difficult repair, 'cause Amber just reminded me "we have a deadline for this newsletter"!

"Who's Amber?" You ask.....and "why won't she let Dan go fix bikes?" Well, that's her job. We hired Amber about 18 months ago to help bring some order and focus to what I do. Behind the scenes, Amber has brought much needed order to my job. She does all of the ordering, as well as manages the coffee shop. She's in charge of making sure that I get things done by crucial dates. When someone needs to drive something across town 'right now', she does that instead of me. When I need someone to record a voice over on the 'R+E Cycles bike Video', she jumps in and nails it! If a dozen photos need to be cropped, weeded, and formatted for the web site the day before expo,

that's Amber. Basically if it's something that I usually do, but Amber is capable of doing it, Amber does it. This leaves me more time to write the newsletter, web site, work in the repair shop, sales floor etc...

She was hired in right before I disappeared into the bowels of the frame shop during the re-tooling of 2004. She was thrust into doing many different jobs almost immediately, all with little or no training. Her job description was 'to bring Organization to the Organization' by any means she could. I'm not the best teacher, and it says a lot about her ability to step right in, adapt and make this job her own.



We like Amber here at R+E Cycles, and I wanted to take a little moment here to let you all know how much we appreciate her abilities.

Amber is just one part of a staff that I think has really grown to be the best I've ever had the pleasure to work with.

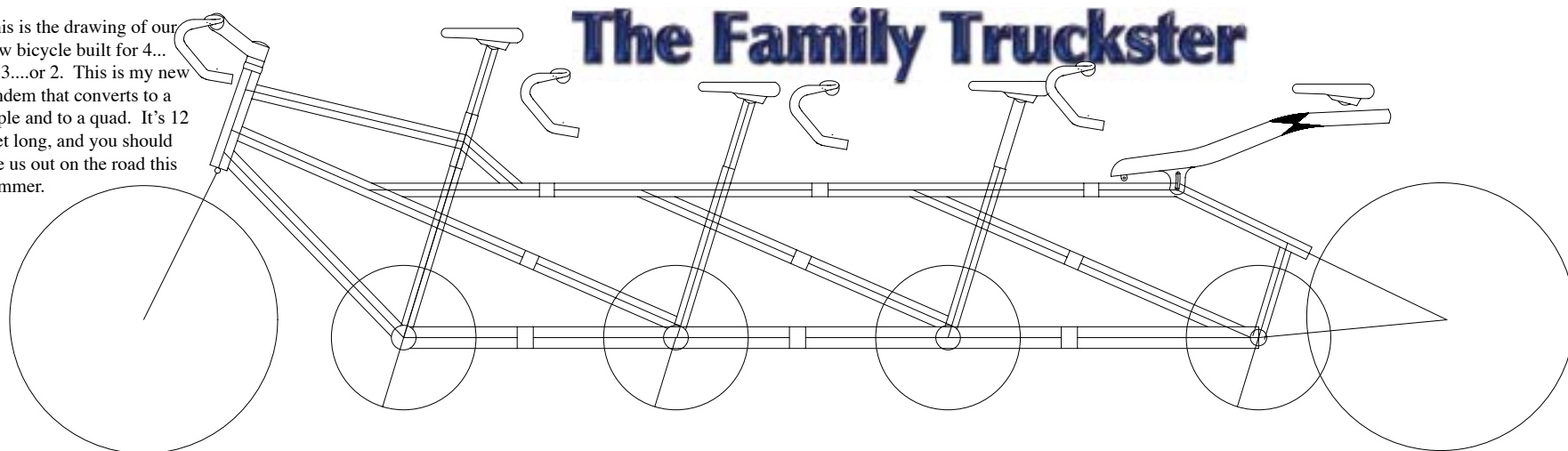
You can see that video on our web site at [www.rodcycle.com](http://www.rodcycle.com) if you haven't already seen it.

Thanks for choosing us to be your bike shop. We appreciate the fact that you've been recommending us to your friends. Keep sending them, we promise to treat them right.

Now.....back to the repair shop before Amber sees me!

This is the drawing of our new bicycle built for 4... or 3...or 2. This is my new tandem that converts to a triple and to a quad. It's 12 feet long, and you should see us out on the road this summer.

## The Family Truckster



### Wheely Good Deal

Lighten your bike and whip your friends with a new pair of Velocity or Easton Vista Racing wheels. We'll even throw in a pair of \$50 Serfas Tires for FREE with your purchase. Race wheel sets start at \$350.

**\$50 Value!**

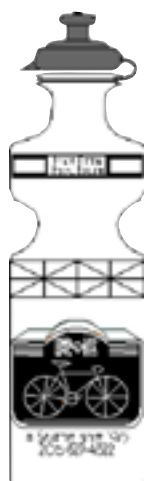


Offer good with coupon only. No cash value. Limited to stock on hand. Expires June 2, 2007

### Drink Up!

In celebration off our new sign (see page 2) we've designed a new bottle.....OK you got me.....just like the sign, it's the same old bottle. It's still cool, and your water never tasted better! Well, maybe your water will taste the same, put I guarantee it won't rip, rattle or smell bad for 7 days. Reg. \$4

**\$2.89 With Coupon**



Offer good with coupon only. No cash value. Limited to stock on hand. Expires June 2, 2007

### Get Your Phil

You've been commuting all winter and now it's time to reward yourself with a pair of the best hubs on the planet....right? We're going to make it easy for you. We'll build your new wheels for 1/2 the reg. labor charge when you purchase a new set of Phil hubs at R+E Cycles. C'mon....we know you want them, and we'd love to build you a set. All of our handbuilt wheels come with a 3 year parts and labor warranty.



**SAVE \$75**

Offer good with coupon only. No cash value. Limited to stock on hand. Expires June 2, 2007

### Just Like New

Use this coupon to get FREE Campagnolo cables and housings installed on your bike when you purchase a full Seasonal Service at R+E Cycles. Visit our web site [www.rodcycle.com](http://www.rodcycle.com) to see what all it entails if you like, but suffice it to say, your bike will run just like new.

**\$75 Value**



Offer good with coupon only. No cash value. Limited to stock on hand. Expires June 2, 2007



# Where's Willie?

Saturday, May 19th 7pm \$10

Willie Weir & R+E Cycles invites you to see Willie's last scheduled SE Asia show  
Limited seating, use form below to pre-register

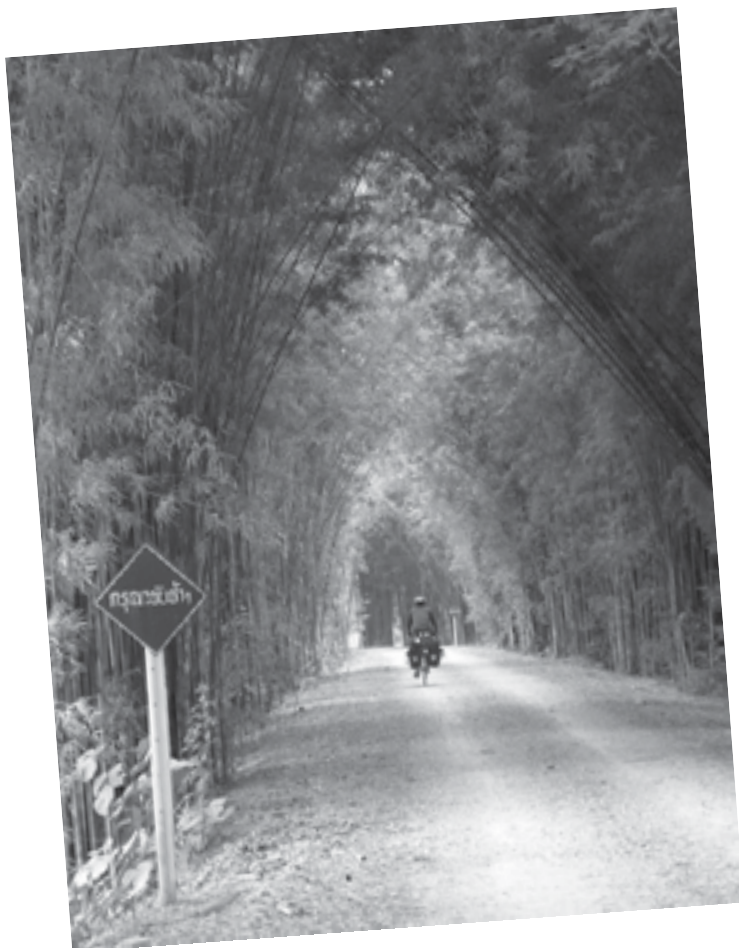
## A Tale of Two's: Cycling Thailand and Laos

One is a constitutional monarchy, the other a communist state. One has all the conveniences of the modern world, the other has difficulties supplying water and electricity to its population. One is overrun with scooters, while the other still embraces the bicycle. One is over-touristed, the other barely visited.

Both are amazing travel destinations separated by the Mekong River.

Come and experiences these two countries from the seat of a bicycle with our sponsored cyclist, award-winning commentator and travel writer Willie Weir.

The money raised from this event will be donated to Bike Works, a non-profit working for kids, bikes and community in the Rainier Valley ([www.bikeworks.org](http://www.bikeworks.org))



**R+E CYCLES** To attend Willie's show, just fill out the form below then fax it to us at (206)-527-8931 or mail it to us at:  
R+E Cycles • 5627 University Way NE • Seattle, WA 98105 • Or call us at 206-527-4822

We will email or phone you with a confirmation after we process it.

Name \_\_\_\_\_

Phone Number \_\_\_\_\_

email address \_\_\_\_\_

Number of tickets? \_\_\_\_\_ X \$10 = \_\_\_\_\_

How Paid?    Check enclosed            Credit card (info below)

Circle one: Discover    Master Card    Visa

Number \_\_\_\_\_ exp. \_\_\_\_\_

**Where's Willie?**