

Rodriguez
Bicycle Co.

Hand-built in Seattle
Since 1973



July-August 2011

If the wind will
not serve,
take to the oars.

- Latin Proverb



5627 University Way NE • Seattle, WA • 98105 • 206.527.4822 • rodcycle.com

I'll give it a Whirl..

Wow! It's been such a long time since I've been able to take a break and write a newsletter that I hope I haven't forgotten how. I've got so much to tell you all about the business and the exciting new bikes that we're making that I'll have to limit myself or I won't finish this newsletter (I've started a few that I never finished over the last year). So, I'll give it another whirl and see if I can get one done.

First of all, the staff and I want to thank you all for the tremendous support that you've given to this company. You've been telling your friends about us, and they let us know that. Not a day goes by that a customer doesn't tell me that "so and so sent me in here". We still have an extremely limited advertising budget, so we really appreciate you all spreading the word. It's worked so well actually, that I've been too busy to even complete a newsletter since November of 2010! We'll see if I can get this one done and published.



How's Business?

Seems like I can't go anywhere without someone asking "How's business?" I thought I'd take a quick minute and answer that for you ('cause I know you're going to ask).

Over the last 3 years, we've been through some changes here at Rodriguez Bicycles. As everyone knows, the economy suffered a set back and many business' could not adapt to the changing market. Most companies adapted by dropping items that they offered, and cutting back on staff. A few of them have stopped making some of the name brands that they used to offer and closing dealers. Another popular way of adapting is **closing their U.S. manufacturing facilities and moving that production to Taiwan or China.**

At Rodriguez bicycles, we see things a bit differently. Instead of decreasing our product offerings, we expanded them. We thought that if \$3,000+ bike sales were slow, let's make some \$1,500 bikes....and some \$2,000 bikes. Tandems aren't selling at \$4,500? How about we make a \$3,000 tandem? People have been asking us for a production model Rohloff equipped bike for a decent price, so let's make them.

Continued on Page 2.....

Seattle Style

If you live in 2011 Seattle, you need cheap, clear (or yellow) sunglasses. Cheap, 'cause you'll lose them for sure, and clear 'cause.... well you know. Use this coupon to get a pair of Seattle Style clear sunglasses for just \$14. Reg. \$20

**SAVE \$6 with this
coupon**



Offer good with coupon only. No cash value. Limited to stock on hand. Expires Aug. 27, 2011

Come On!

Go wireless! We're going to help you out with a Serfas Wireless computer for just \$35! Now that's hard to resist! Reg. \$45

With Coupon SAVE \$10



Offer good with coupon only. No cash value. Limited to stock on hand. Expires Aug. 27, 2011

How's Business? Continued from page 1

How about micro-folders (bicycles)? I've got a couple of customers who have been bugging us to make them one that was out of this world... no better time than now, welcome back the Rodriguez 6-pack. How about a fixie? The list goes on and on....

The expansion didn't end with bicycle models though, we also expanded our wholesale offerings. We developed and manufactured a lower cost version of the Bushnell eccentric bottom bracket, as well as picked up a few private label frame accounts. We even took on a client that hired us to produce fishing lures!

The work load got so great that **we hired another frame builder**, and temporarily hired help for the machine shop....all of this during a time that manufacturing in America was in decline!

- Bucking the trend

In a time of downsizing, and moving production overseas, we instead are holding our own and producing products that we ship overseas. That's right! We ship thousands of Bushnell eccentrics (all made right here in Seattle U.S.A.) to companies in Taiwan and Europe. We also ship bicycles to customers all over the United States and the world.

It's not easy though. Many of the companies that we rely on for raw materials have gone out of business, or just plain don't offer the vast array of products they did back in 2008. Rest assured though, here at R+E Cycles we are scouring the earth for the best materials available for our Rodriguez bicycles and parts.

By increasing our offerings into the sub-\$3,000 range, and expanding our product line in every category to capture a wider range of riders, we have truly saved and even created jobs right here in Seattle. We thank

all of you who have chosen us to be your bicycle company. Without you, there is no Rodriguez Bicycle company, and we're aware of that. You keep sending your friends our way and we'll keep treating them right.

As you peruse this newsletter, you'll see just a small sampling of our offerings. We have expanded to a point that you'll have to visit our web site to really get the full story.

When someone asks "How's business?" Here at Rodriguez Bicycle Company we can honestly answer
"We're doin' Great!"

Rollin' On with Rohloff!

What happens when you produce a custom Rohloff equipped bike for \$1,000 less than your competitors? You sell a WHOLE BUNCH of them that's what.

2011 has really been a breakout year for the 14-speed Rohloff internally geared hub here at Rodriguez Bicycles. With the evolution of our Rodriguez 'Make Shift' series of bicycles, more people can now afford a custom Rohloff equipped bike or tandem. When we introduced a custom Rohloff equipped Rodriguez for just \$3,999, even we were surprised at the response!

If you've been researching the Rohloff hub, you already know of its features, but you should see the special braze-ons and fittings that we have developed to make the installation clean and much more functional. If you are interested in checking one out, we have a bike on the shop floor right now ready for you to try. A 14-speed bicycle with no derailleurs is just the answer many people are looking for when it comes to ease of use and durability.



Pretty in Pink

It's Pink, but you'll save Green when you use this coupon to pick up an Abus heavy duty chain lock at R+E Cycles. It uses a re-settable combination so there's no key to lose, and nothing to memorize. Reg. \$45. Hurry! supply is limited!

With Coupon Just \$34.99



Offer good with coupon only. No cash value. Limited to stock on hand. Expires Aug. 27, 2011

KISS

Get real! You don't have time for complicated chain lube right? Do what we do and 'keep it simple, stupid' with Tri-flow. Get a 2oz bottle of Tri-Flow for just \$4.50. Reg. \$6

With Coupon SAVE 25%



Offer good with coupon only. No cash value. Limited to stock on hand. Expires Aug. 27, 2011

American Made Under \$2,000

Visit us at www.rodcycle.com to see our full line-up of 2011 Rodriguez hand-made bicycles.

At Rodriguez Bicycles, you can get a bicycle hand-made in the U.S.A. for a very reasonable price! In addition to all of our high-end options, we offer a complete line of Rodriguez bikes under \$2,000 each. In today's economy, they have become a very popular item here at R+E Cycles! Below is a quick look at just a few of our sub \$2,000 offerings. Visit us on-line at www.rodcycle.com to read the full specifications on all of our Rodriguez bicycles.

2011

Rodriguez
Limited



\$1,499

- Hand-Built in Seattle
- 18 sizes to fit men and women
- Great commuting bike!
- Triple cranks with lots of gears
- Easily mount fenders and racks

Visit rodcycle.com to read more

2011

Rodriguez
Navigator



\$1,999

- Hand-Built in Seattle
- 18 sizes to fit men and women
- Shimano Tiagra STI Shifting
- Triple cranks with lots of gears
- Travel option available
- Easily mount racks and fenders

Visit rodcycle.com to read more

2011

Rodriguez
Adventure Basic



\$1,999

- Hand-Built in Seattle
- 18 sizes to fit men and women
- Shimano Bar-end shifting
- Full Touring configuration
- Travel option available
- Easily mount racks and fenders

Visit rodcycle.com to read more

Fit is Guaranteed! Don't waste your money on guess work! If a bike doesn't fit right, it's not going to be ridden. A bike not ridden is a very sad bike. Our efforts here at Rodriguez Bicycles to prevent the creation of very sad bikes has been nonstop since the 1970's. This year, we've come up with our best solution ever!

For 2011, every Rodriguez bike model is offered in 18 production sizes, in addition to custom size for just \$200 extra. The improvements don't end there though. Every Rodriguez bike is offered in 4 different paint schemes at no extra charge and 5 different decal designs. (Of course custom paint is still an option as always, just add \$100 ~ \$400).

Rodriguez *The Best Value in the industry!*

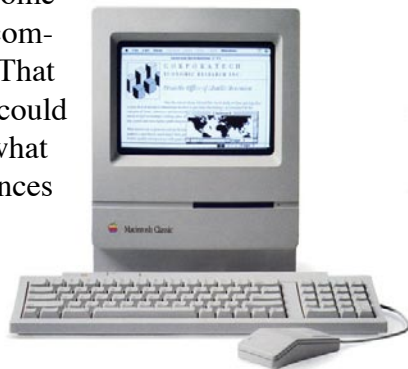
Into the New Millenium

At a price that didn't break the bank!

I did a story about 3 years back telling you that we were beginning the migration to more modern computers (Bye bye beige I think it was called). Now for a quick update.

We are now updated to computers manufactured in this century (except for 5 of them). This winter, we set out to upgrade all of our database software that we've written over the years to OSX. Over the winter, I scoured Craigslist or scrounged from friends that are upgrading several computers to leverage our technology dollars. We found a server for just \$95, and began the client upgrades. This month marks the first month that we no longer have to run emulated OS9. We feel FREE!! We spent less than \$2,000 and replaced 8 computers, including the server, and were able to upgrade almost all of the monitors to LCD in that same budget. This is the type of upgrade that could cost ten times that amount to accomplish.

We'd rather spend our money on fun things like bikes, but once in a while we have to do a little office upgrading. By spending less on things like computers, we can keep our bike prices lower and remain competitive with bicycles made overseas. Besides, I don't think that you come to the shop to see our computers anyway, right? That being said, I thought I could let you in on some of what goes on behind the scenes here at R+E Cycles.



Thanks for reading
-Dan

Tandems are BACK

Tandem sales are ON FIRE in 2011 here at Rodriguez Bicycles! Titanium tandems, Ultra-light Trillium racing tandems, S&S coupled Touring tandems, 8-ball convertibles, cruiser tandems for chicken companies, and tandems equipped with the Rohloff Speed hub are all selling at an amazing pace! Usually, when tandems sales light up, there is one type that is particularly hot, but this year it's anything tandem. A lot of tandem couples I haven't seen in a long time are stopping by to say hello too. It's been fun to hang out with folks that used to ride with us when we ran the tandem club N.U.T.S. (Northwest Unofficial Tandem Society) here at R+E Cycles. I don't know what's in the air, but we haven't seen a tandem year like this one in a long time.



Give 'er a try!

If you (or a friend) are considering a tandem, but not sure if the budget will allow it, check out our used tandem section. We have lots of people who have upgraded this season and we are helping them out by selling their old Rodriguez tandem in our store. The bikes have been checked out in our service dept. and come with manufacturer warranty on the frame and fork. You'll get a great tandem, and save thousands! See Page 6 for a list of used tandems currently in stock.

Remember, custom sizing is FREE on a Rodriguez tandem



You Can't Take it With You

Oh Yes you can! If you pick up a pair of Sunlite Traveler panniers at R+E Cycles this month, you'll be taking it all with you to work or play. These puppies are big and on sale now for just \$59.99 (Reg. \$70)



With Coupon SAVE \$10

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Aug. 27, 2011

Afraid of Commitment?

Afraid to commit to a full set of panniers? With the XLC trunk bag, you can have just a trunk bag, or a trunk bag with panniers. You see, the panniers just zip back into pockets on the sides when you're feeling a little..... noncommittal. Reg. \$50 Sale \$39



With Coupon SAVE 20%

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Aug. 27, 2011

One Size Fits All?

Not exactly, but the new Rodriguez Toucan ST is the most versatile tandem available. We first built these in co-operation with Pedalling for Parkinsons, a program to help people with Parkinson's disease. While they were on our shop floor, several customers wanted to order one. The Toucan ST was born.

The Rodriguez Toucan ST starts out as a custom frame design (as do all of our tandems) but has a few other options. You'll notice from the picture that the frame has a lot of stand-over clearance, but there's another feature you cannot see with the naked eye. The seat posts are available with a telescoping feature. This allows the seats to be adjusted to fit a child or an adult. Maybe you want to trade off stoker for captain? How about ride with your 4' 3" 8 year old one day, and your 5' 7" wife the next? Maybe your 5' 5" child wants to captain for your 5' 7" wife as stoker? How about your 12" chihuahua wants to captain for your 7' tall Silver back Gorilla? All no problem with the new Rodriguez Toucan ST (well, maybe not the last example). Anyway, you get the point. This bike can fit a lot of different riders on front or back, and it's a great ride too! The price starts at just \$2,999 (add \$150 per telescoping seat tube)



Rodriguez
Toucan ST
From
\$2,999

Now for Something Completely Different!

In addition to a whole new set of customers for our value priced offerings, in 2011, we've seen the return of interest in the Uber-lightweight tandems. We love the challenge of building steel tandems lighter than titanium or carbon fiber. We gladly welcome back those customers who appreciate the ultra high performance of this truly amazing bike. This season has been our most successful season for this, and other high performance tandems.

If you are considering a high performance tandem, why not visit us at R+E Cycles and feel what a truly custom, high performance tandem can feel like. Meet in person with the folks who will design, weld, paint and assemble your new dream bike. You'll be glad you gave us a shot. Don't believe us? Just ask our customers. You can visit our on-line customer scrapbook at www.rodcycle.com and see the photos and read the stories.



Trillium
Dream Tandems
by *Rodriguez*
Bicycle Co.

Visit

www.rodcycle.com

to read the specifications, estimated weights
and prices of our Trillium Dream Tandems

Once Ridden ... Twice Buy

Some super sweet deals on formerly owned Rodriguez Bicycles

Beautiful Erickson Tandem

- Small/Medium
- Like New Condition!
- Sachs Ergo shifters
- Phil Wood hubs
- Comes with bottle cages
- Must see to appreciate!
- Rack painted to match

New \$6,000+

Used Just \$3,000



Rodriguez S3 Chorus Race Bike

- Women's Medium-Campagnolo Chorus components
- Carbon fork
- Top of the line S3 frame
- Beautiful Kameleon paint job
- Must see!

New \$4,600

A 'steel' at \$2,500



2010 Rodriguez w/Campagnolo

- Medium (52cm)
- Like new!
- Carbon fork
- Handbuilt wheels
- Full parts and frame warranty

New \$2,000

Used \$1,500



We have several used bikes in stock that are not listed here.
Call or drop by the shop to see if we have one for you!

Rodriguez Medium Softride Tandem

- Brand new paint job
- Shimano bar end shifters
- Cool old school cantilever brakes
- Softride beam

New \$2,900

Used \$1,600



Rodriguez Stellar Race

- Size Women's Small
- Paint like new
- Carbon fork painted to match
- Campagnolo Veloce Components
- Cateye computer & bottle cages

New \$2,600

Used \$1,750



Rodriguez Stellar Sport

- Size Women's Medium
- Shimano 8spd
- Includes Cross top levers
- Includes Cateye computer
- Great low price

New \$1,300

Used \$600

SOLD



The used bike inventory is always changing quick! Bikes come and go every day.

Call us at 206.527.4822 for any questions regarding our used bicycles or email us at sales@rodcycle.com

Make Your Old Bike Fly!

For the last few years we've had a large number of people who like to bring (or send) in an old bike they have laying around and convert it into an S&S coupled travel bike. This way they have a bike they can take on an airplane as luggage and avoid the 'over-size' fees. Below are the services we offer in that area.



Take your bike to the sky with an S&S coupling installation for single bikes:

(for tandem pricing see our pricing on-line)

Install 2 couplings in a steel frame - \$700

Install 2 couplings in a titanium frame - \$1,400

Installing couplings includes:

Installation of 2 couplings

Installation of Rodriguez outrigger mounts on top tube

2 rolls of S&S padding

Note: Realize that the installation of couplings and outrigger mounts will mess up the paint drastically. Most people will choose to have their frame repainted afterwards.

Additional services available for S&S coupling conversions:

Remove and re-install all parts from bike - \$209

Mask off couplings, and spray effected area with some primer - \$35

S&S padding that is cut and labeled to fit your frame - \$100

Re-paint (strongly recommended) - \$395 ~ \$600 depending on difficulty.

Packing/unpacking/assembling lesson with mechanic (3 - 4 hours) - \$500 (\$300 for Rodriguez bikes)

Give me the Works!

The full package for a single bike: \$1,750 (or just \$1,500 for a Rodriguez bike)

Drop off the bike complete, and we'll give it an overhaul, install couplings, cut the padding, paint the frame a single color, and give you a packing/unpacking lesson when you are ready for one.

Tell me where it hurts...

...and then put some cream on it. Use this coupon to save yourself the inconvenience of taking a pill when something hurts. If your shoulder hurts, just put the ib-relief cream on your shoulder. Makes sense doesn't it? Reg. \$25

With Coupon Just \$19.99

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Aug. 27, 2011



A Shoe or Two?

As shopping habits change, some items are just not viable to carry in a brick and mortar store anymore. So goes the vast selection of cycling shoes. Use this coupon to save 50% or more on any shoes in stock (with the exception of Shimano RT31 and X-ALP Enduro).

With Coupon SAVE 50% or MORE

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Aug. 27, 2011

Seattle's Favorite Bike

Ever since I've been in Seattle working in the bike industry (since 1987) I've been putting triple cranks onto bicycles. In Seattle, you're either riding up hill or down hill and the need for the right gearing is crucial. Back when we sold other name brands of bicycles, they generally didn't come with triple chain rings unless the bike was built for touring. What about those of us who want a nice, sporty, fast bike, but we also want to ride in Seattle? Our option back then was to sell them new derailleurs and a triple crank. Don't even get started on fenders. Getting the big manufacturers to make a serious road bike that will easily accept fenders was impossible!

Now that we make all of our own bikes, and we can set them up any way we want, we can make a model that's uniquely suited for Seattle. Meet the Rodriguez Rainier! The Rainier quickly moved to the top of our sales charts as soon as it was announced, and has never relinquished its 'best seller' status.

This bike is a real 'go-fast' sport bike made from lightweight tubing and comes with a custom carbon fiber fork especially made for us. We use longer reach brakes than you'll find on other sport/race bikes so mounting fenders is as easy as if the bike were a touring bike. The crank has 3 chainrings, and the gearing is determined by you. You can select just about anything you want because the bike isn't built until you order it. We've even had a few people order Rainiers with Rohloff speed hubs instead of derailleurs.



In a nutshell, if you live in the Seattle area, you can now get a bike that is made by Seattlites, in Seattle, for Seattle. Why would you want anything else?

The Rodriguez Rainier starts at just \$2,599 and is available with S&S couplings for easy travel

Check out the full specs at

www.rodcycle.com

Bottom's Up

Why wonder around looking at dozens of different styles of shorts trying to pick the best value for your dollar when we've already done that for you? Pearl Izumi Quest shorts Reg. 60

With Coupon \$49.99



Offer good with coupon only. No cash value. Limited to stock on hand. Expires Aug. 27, 2011

Pain in the Butt!



Got an old bike that you want to start commuting on? How does the seat look? Does it shift? Let us help you out.

Bring it in to our repair shop for any of our full services (from \$77) and we'll install a brand new WTBSpeed V sport saddle for **just \$15** (Reg. \$45)

With Coupon SAVE \$30

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Aug. 27, 2011



We have a full size run of the affordable KHS Flite 223 in stock right now. This bike is a great entry level road bike and is perfect for commuting or any basic road riding. Hurry, the sale prices are limited to stock on hand.

Was \$675
SALE
\$595

BIKE SPECS

Frame	CrMo 4130 Double butted 3-main w/carrier bosses
Fork	Hi-Tensile unicrown w/CrMo steerer
Headset	Cane Creek A-Headset
Rims	Weinmann XTR16 Double Wall w/CNC sidewalls
Hubs (F/R)	Formula Alloy QR, Cassette
Tires	Kenda Kontender 700x26c 60 TPI
Spokes	14G Black 28X32
Derailleur, Front	Shimano FD-2303
Derailleur, Rear	Shimano RD-2300
Shifters	Shimano ST-2300/2303
Chain	KMC Z8 w/Missing Link
Crankset	FSA Tempo, 52/42/30
BB	Sealed Cartridge
Freewheel / Cassette	12-25 8-Speed
Pedals	Resin w/steel cage
Seatpost	Alloy Micro-adjust
Saddle	KHS Road Padded
Handlebar	Alloy drop 31.8 O/S
Stem	Alloy Threadless, 31.8
Brake Levers	Shimano ST-2300
Brakes	Alloy dual pivot, long reach
Color	Team Red
Frame Size	XS/49, S/52, M/55, L/58, XL/61CM

Put on the Red Light!

As the Police say "put on the red light". Use this coupon to get a super bright Blackburn Mars 3.0 tail light for just \$14.99. Reg. \$20 Sting will be proud.

SAVE 25%



Offer good with coupon only. No cash value. Limited to stock on hand. Expires Aug. 27, 2011

Look Out! It's a Yellow Jacket

Usually we don't highlight rain jackets in July, but this year...well...you know. Come on in and enjoy some Seattle sun with a new Touring model Rain Jacket from R+E cycles. Reg. \$165. Sale \$140



SALE \$140

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Aug. 27, 2011

All Philled Up

There is no better bottom bracket made than Phil Wood. Use this coupon to save \$70 on any Phil Wood bottom bracket when you bring your bike in to R+E for a complete overhaul before August 27, 2011.. A Phil BB is reg. \$170. Just \$100 with purchase of a complete overhaul.



SAVE \$70

Offer good with coupon only. No cash value. Limited to stock on hand. Expires Aug. 27, 2011

Everybody Wants One

I want one too. Every 5 years or so, we do an R+E Cycles Jersey. Customers are always asking for us to do one, so here they are. Come and get them. I got one this time (I usually miss out). \$79.99

Get them while they're here



Offer good with coupon only. No cash value. Limited to stock on hand. Expires Aug. 27, 2011

Five Finger Discount

Get a pair of Rodriguez gel gloves for just \$19.99 using this coupon. Reg. \$25

JUST \$19.99



Offer good with coupon only. No cash value. Limited to stock on hand. Expires Aug. 27, 2011

Commuter Computer

All you need for the commute. The great thing about the Sigma BC509 computer is that it's basic and easy to use. No complicated controls to frighten or confuse me. Oh ya, another great thing about it is that it's on sale at R+E Cycles for just \$18.99! regular price of \$29.99.

With Coupon SAVE \$11



Offer good with coupon only. No cash value. Limited to stock on hand. Expires Aug. 27, 2011

A Blast from the Past

"Do you guys make Carbon Fiber Bikes?"

In 2011, that's a question I hear everyday. Go back 10 years and it was "Do you guys make aluminum bikes?". Travel back another 10 years and it was "Do you guys make titanium bikes?". And if you go way, way back, it was "Do you guys make Carbon Fiber bikes?" How history repeats itself. You see, in the mid 1970's, we did build Rodriguez carbon fiber bikes. Below is an excerpt from a series of articles that I wrote for the Bicycle Paper a few seasons back. If you'd like to read the full article, it's called 'Material World' and is downloadable from the 'articles' section of our website.

Carbon Fiber:

My brief (and rather limited) history with carbon bicycle frames:

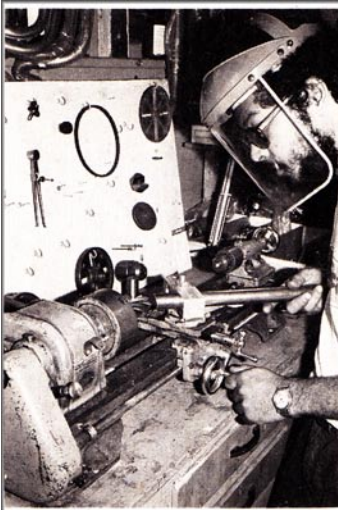
First, a bit of mythbusting:

Most people think of carbon frames as fairly new to the industry as well as being 'uber light-weight'. Fact is, there are some very light carbon frames out there, but no lighter than the 'uber light-weight' offerings in aluminum, titanium or even steel. If weight is important to you, then it's important to actually weigh a frame yourself on a digital scale before you buy it.

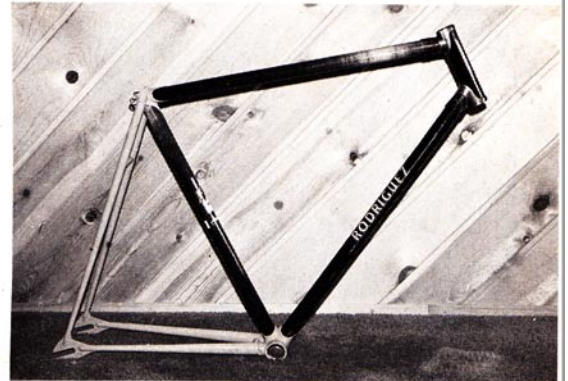
I've been turning my office upside down this morning looking for one of my old Bicycling magazines that had a picture of an old Rodriguez graphite (carbon) frame. Low and behold, in an old dusty filing cabinet behind a wooden dresser in the warehouse, I finally found it. I had to page through many of my old magazines to find it, but that was fun too.

Here it is straight from November of 1975, a Rodriguez Carbon track frame. For those of you who wonder if we've ever built carbon bikes here in Seattle, the answer is yes. Note: (Even the 1975 photos were provided by The Bicycle Paper.)

Dennis, our head frame builder, also built a pair of carbon fiber tandems for a world record setting ride back in 1987. You can read about that on the web at www.bushnelltandems.com



Angel Rodriguez mitres tube ends in his Seattle, Washington shop. The frame below, a track model built for partner Glenn Erickson, is made with graphite tubing. (Bicycle Paper photos)



Now, I'm not quite as old as those guys (I was 10 when Angel built that frame), so my history with carbon fiber goes back to the early 1980's when I worked a summer at a Peugeot/Schwinn dealer. They had an extremely expensive Peugeot that was made from carbon fiber, but I wasn't allowed to ride it. I never saw anyone ride it actually, but it sure looked cool on the top rack in the shop. Every time I see one of those Peugeots I kind of want it, more because of it's looks than anything else.....

To read on, you'll just have to visit www.rodcycle.com. Go to our 'articles' section and read 'Material World'.

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