

# R+E Cycles

5627 University Way NE  
Seattle, WA 98105

Sales - 206-527-4822

Service - 206-527-0360

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



*"It isn't the mountains ahead to climb that wear you out; it's the pebble in your shoe."*

*-Muhammad Ali*

## NEWSLETTER OF CYCLING VALUES • FALL 2016

### Inside this Issue:

- Paint and Overhaul Special
- Seattle Tandem Rally
- The Best Bike Lights
- A great new Seat Post!
- Huge Savings!!!

### FALL SPECIALS INSIDE

*Alright. I'm back in my OS8.5 environment to put together another newsletter. Can you believe it's been a year since the last one?*

### What's The Haps at R+E?

2016 has been more than amazing. March was actually the best month here at R+E in over 20 years! The eccentrics continue to sell at record pace as well. It's hard to believe that we're gearing up for winter already, but so it must be. Thanks again all of you who have braved the traffic to visit us here in Seattle this year. You've been telling your friends about us, and that shows.

It's not every small business that thrives year after year, and we couldn't do it without you. You keep sending your friends and we'll keep doing our best to set them up right.

*Just because winter is coming doesn't mean that we don't have some great specials for you. Sit down with a warm cup of coffee (or a cocktail works too), and see what we've got in store this winter. I hope you enjoy reading this newsletter as much as we enjoy writing it. -Dan*

## WHAT'S BEEN HOT IN 2016

### FLOAT LIKE A BUTTERFLY

Tandems sales have been on fire this year! See page 3 for some exciting tandem news. More than just tandems have been hot though. 2016 saw a huge sales boost of the Rodriguez Outlaw (and Outlaw tandem

too). Our Outlaw is a steel bike that weighs less than 14 pounds as a full bike. It's lighter than any carbon fiber, aluminum, or titanium bike that's ever come in our store!! People have been rediscovering the ride, durability, and lifetime warranty of a steel bike. As it turns out, steel is the miracle material. If you're still rattling your teeth on a carbon bike, trying to save weight, isn't it time you returned to the comfortable ride of steel? Read more about this incredible bike, the Outlaw, at [rodbikes.com](http://rodbikes.com)

### Dropping the Derailleurs:

On the other end of the spectrum, touring bikes have remained popular this year as well...especially our Rohloff version, the Makeshift. The Rohloff hub gives you 14 speeds

*Continued on page 8.....*

*Limited to stock on hand. No Cash Value. Expires Nov. 30, 2016*

R+E Cycles  
5627 University Way NE  
Seattle, WA 98105

**FREE is a very good price!**

This is a thank you just for being on our mailing list. Bring this coupon in with the mailing label attached, and we'll give you a free R+E Cycles pint glass. Hurry, limited to stock on hand!



# SOMETHING FREE

## SOMETHING FOLDED, SOMETHING FLEW, SOMETHING BUCKLED, SOMETHING BLEW!

Tired of that old, heavy road bike? Tired of the repair bills, the broken spokes, or the old fashioned shifters? Does your neck or butt hurt when you go riding? Do all of your friends laugh at your bike? Well, now's your chance to do something about it!



**We'll give you \$250** for that old road bike, no

matter what it is, when you push, pull or drag it in to R+E Cycles and buy a Rodriguez! That's right! Your old bike is worth \$250 in trade, no matter how old, broken, or out-dated it is!

**Think we're crazy?** That's kind of what our accountant thought when we told her we were going to offer this fantastic promotion, but we want to see more people enjoy cycling on a new Rodriguez! Here's how it works. Just bring in your old bike. We'll measure you up for a new Rodriguez. It's that simple. You'll ride

away on a comfortable, fast, up-to-date Rodriguez that will make all of your friends drool!



If your bike is fine, but you've got a friend that needs an upgrade, make sure to send them in.

**You'll have to hurry though, this offer is only good through October 31, 2016!**

# THE RODRIGUEZ RAINIER

Since its introduction in 2008, the Rodriguez Rainier has been our best selling model.

This is the bike that other bikes shops wish they had! The Rodriguez Rainier is perfect for the randonneur cyclist, or the commuter who doesn't need a front rack set up. Not really a touring bike, but a sport bike that comes specially set up to accept full fenders, and easily accommodates a rear rack. The bike is just about as light as our Competition models, but offers a little more versatility.

Naming the bike was easy. Mt. Rainier is part of everyday life here in Seattle. We have a famous ride every year called the RAMROD (Ride Around Mount Rainier in One Day). You can see the huge volcano from just about everywhere if you live in the Northwest. RAMROD calls for the rider to be prepared for rain, sun, wind, calm, rain, sun, wind, calm, rain.....you get the idea.

Not only is the Rainier versatile, it's handmade custom for you, right here in Seattle (instead of mass produced overseas). Check it out in full at [rodbikes.com](http://rodbikes.com)

The Rainier is also our lowest priced model, and starts at just \$1,999 for a full bike! Come see and feel the Rodriguez difference today.



**FROM \$1,999**

## FIVE FINGER DISCOUNT

Winter riding requires at least a basic set of long finger gloves. Use this coupon to get a pair of Cycleaware, reflective gloves at R+E Cycles for just \$19.88 (reg. \$25)

**20% OFF**



Limited to stock on hand. No cash value. Expires November 30, 2016

## FREEBY FENDERS

Buy a Rodriguez Rainier before October 31st, and we'll install a set of full fenders with standoff nuts for FREE! Reg. \$80

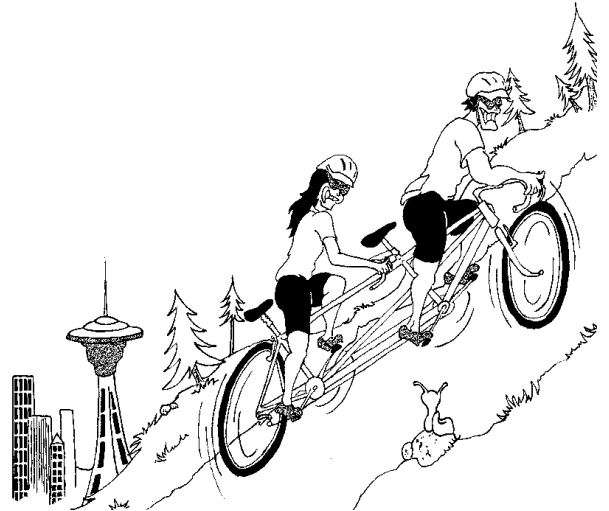
**Free with Rainier Purchase**



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# READY TO RALLY?

Tandems have been incredibly hot in 2016. We just put 3 more in the queue today actually. Not only that, but Rodriguez bicycles (us) will be the **title sponsor for the 2017 Northwest Tandem Rally**. This is really exciting for us because the tandem rally will be right here in Seattle! Not only in Seattle, but right here in our neighborhood. So tandem riders, save the date July 1-4, 2017! For you non-tandem riders, now's the time to consider taking up tandem riding. After all, you live in a city that is home to the oldest tandem manufacturer still building tandems in the U.S. (Rodriguez of course). If you, or a friend, has ever considered a tandem, now's a great time to check into it. Give us a call here at 206-527-4822 or drop by the shop. We'd love to show you how fun tandem riding can be. We also carry a good selection of used tandems that you can try.



Rodriguez



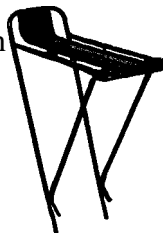
Tandems • Handmade in Seattle Since 1973

CHECK OUT [NWTR.ORG/2017/](http://NWTR.ORG/2017/) FOR TANDEM RALLY DETAILS

## RACK OF AGES!

Winter riding sometimes requires that you carry some extra gear and clothing. Use this coupon to get an Axiom rear rack, and save a little dough in the process. Reg. \$35 (not including installation)

**JUST \$28.99**



Limited to stock on hand. No cash value. Expires November 30, 2016

## RETIRING THIS FALL?

You might as well because we've got Serfas flat resistant tires on sale for 25% off. Perfect for this winter! Reg. starting at \$29

**25% OFF**  
**Serfas Tires**



Limited to stock on hand. No cash value. Expires November 30, 2016

## EARS ARE BURNING

Helmuffs stay on your helmet straps all winter long and keep your ears toasty. No more hunting all around for the ear warmers that you misplaced. Real Wool, and handmade in Oregon! Reg. \$34.99

**With coupon JUST \$29.99**



Limited to stock on hand. No cash value. Expires November 30, 2016

## UNDER CHARGED?

We'll charge you up, and you'll think you've been undercharged when you use this coupon to get a new hand-built front wheel for your bicycle that includes a Shimano Alfine Dynamo front hub for just \$198! 26", 700c, and 650c wheels sizes welcome. Reg. \$300 Weinmann rim with stainless spokes and 3-year wheel warranty.

**JUST \$198**



Limited to stock on hand. No cash value. Expires November 30, 2016

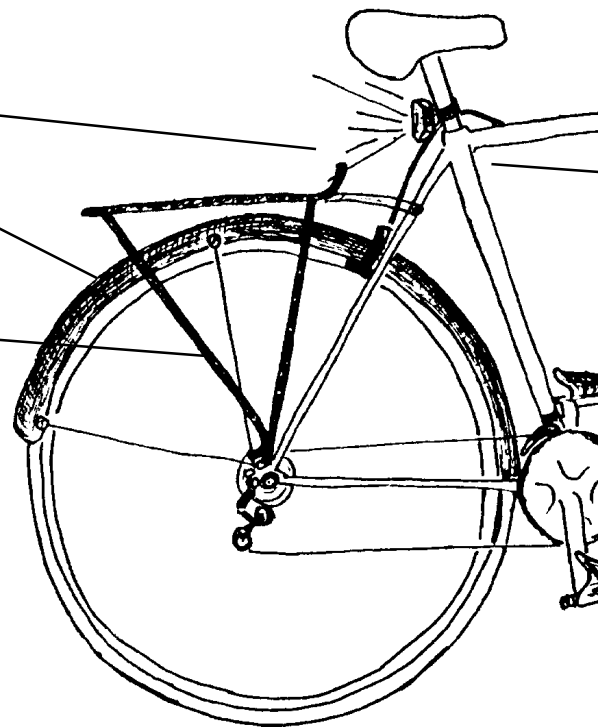
# TIME TO W

A good set of full fenders will make riding in wet weather quite tolerable, and keep you much drier.

A rear rack with a waterproof bag or two to haul extra clothing and all of your work stuff.

A full finger pair of gloves will keep your hands warm. See coupon page 2

Warm ears are a necessity. Use a pair of Helmuffs to keep your ears warm. Coupon on page 3



## A GOOD CHEAP LIGHT

A great deal on a closeout product. **Hurry! Limited stock.**

**Serfas TSL-S250**  
Light

250 Lumen Output  
LI-ion USB rechargeable battery  
Handlebar Bracket Included  
High beam, Low beam and Flash mode  
USB charging tool included  
Up to 15 hours of run time  
Run Time: 7.5 - 31hrs  
Reg. \$70

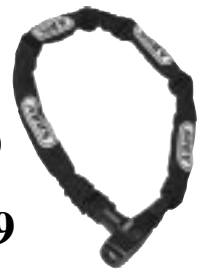


**Closeout Price Just \$28**

Limited to stock on hand. No cash value. Expires November 30, 2016

## LOCK IT OR LOSE IT!

It's been a rough year for bike theft. Make sure to get on of our favorite locks. The Abus Catena will keep your bike safe. Reg. \$40



**With Coupon \$37.99**

Limited to stock on hand. No cash value. Expires November 30, 2016

## VERY CHEAP LIGHT

A great deal on a closeout product. **Hurry! Limited stock.**

155 Lumen Output  
Side Lighting For a 180 Degree Visibility  
AA Battery Operation  
Handlebar Bracket Included  
Modes: High, Medium, Low, and Flash  
Run Time: 7.5 - 31hrs  
Reg. \$49

**Serfas SL-155**



**Closeout Price**  
**Just \$15**

Limited to stock on hand. No cash value. Expires November 30, 2016

## TOASTY TOES

Keep your toes warm on those cold mornings with a pair of toe covers from Dry-fiant. Heck, we'll even give you a deal on a pair. Reg. \$36

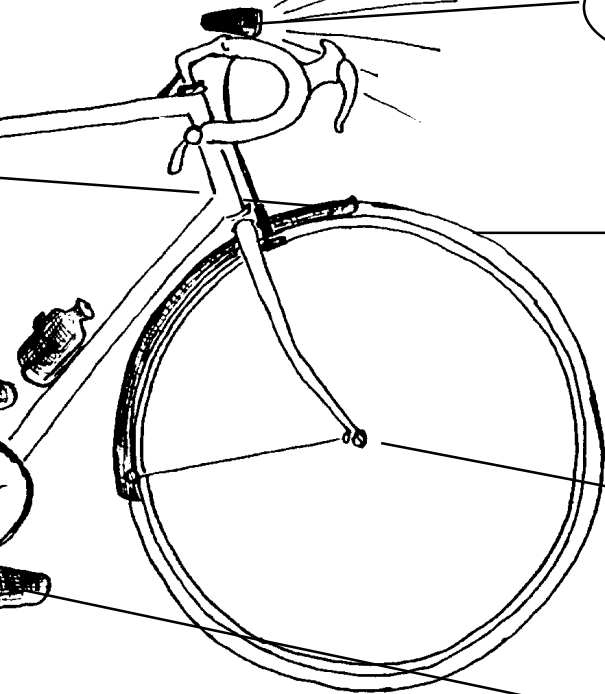


**With Coupon \$29**

Limited to stock on hand. No cash value. Expires November 30, 2016



# WINTERIZE



A really good light to keep you safe (it gets dark at 5:00 in the winter here)  
See coupons throughout this newsletter

Bigger, bouncier, puncture resistant tires will provide more traction on wet roads, and have fewer flats.  
See coupon on page 3

A generator front hub will provide you with endless energy for lights, gps and charging your phone to and from work.  
See coupon on page 3

Shoe covers to keep your toes warm.  
See coupon on page 4

## PAINT AND OVERHAUL SPECIAL!!

Every year this is our most anticipated special. Bring in your old bike and we'll make it like new in so many ways! We'll remove all the parts, paint the frame (and fork if requested) and then reassemble as we perform our complete Seasonal Overhaul on it at the same time. Your bike will leave here as much like new as it can be. In the summer, this full service would run over \$900. Use this coupon to get the full package for just **\$600** on your Rodriguez bike, or \$700 for other brands. Extra charges apply for fancier paint designs. Add 30% more for a tandem bike. **Call ahead scheduling is highly recommended for this service 206-527-0360**

**SAVE OVER  
\$300!!**

*Limited to stock on hand. No cash value. Expires November 30, 2016*

## LOSING YOUR MO?

So you busted your butt all summer and got into great shape...right? Why lose your momentum and conditioning just 'cause of a little rain? Use this coupon to get a set of Cascadia fenders installed on your bike for 20% off! Reg. from \$80 installed

**WITH COUPON  
FROM \$64 installed**



*Limited to stock on hand. No cash value. Expires November 30, 2016*

## WARM HANDS

Bar mitts are neoprene covers for your hands that stay on the bike, and allow you full function of your brakes, shifting etc. You don't even need gloves with these puppies. Some people love 'em, but apparently not enough as we are closing them out to make room for more traditional hand warming methods. Reg. \$70

**Closeout Price  
Just \$28**



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# INNOVATION VS. IMMITATION

My wife and I are finally tackling a new kitchen in our home (the one we have was 60 years old).

The shape of the kitchen will require some custom sized cabinets to be built. After we went through the process of checking into cabinet builders, we settled on one who's been doing this all of his adult life. He also sports a lot of gray hair, so he's been doing it a while. How does this relate to bicycle fitting? Read on.

**Over the last four decades**, R+E Cycles has pioneered in the arena of bicycle fitting. We've even developed our own complete fitting system, NEXT-fit. This includes techniques, software, and even our own tools. These represent major investments for a small company like ours, but our customer's comfort is important to us. One of our most famous creations, our NEXT-fit fully adjustable fit bike, was even copied by a much bigger company and distributed to many other shops around the country ( I guess we should've patented that one, but then again, they say that imitation is the greatest form of flattery).

The interesting thing to me is that people sometimes assume that they could get the same quality and type of fitting at another shop because they are using our fit bike design. As more and more shops get these bikes, more and more people ask me "I know that shop X has a fit bike like yours, can I go there and get fit?"

So, I'll have to answer that this way. Everything that we've created: the fit bike, the software, the measuring

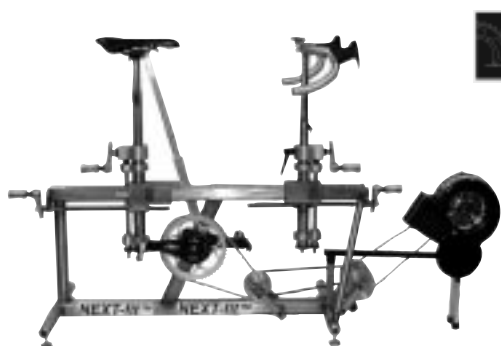
tools, etc... are just tools. They do not aid in performing a better fit, they just help us to do what we do more efficiently.

It's like **that** cabinet builder. He can build a cabinet with a hand saw and a standard hammer just fine. The electric saw and nail gun he uses don't make the cabinet better, they just help the cabinet builder do the job faster.

Now, if I buy a Skilsaw, a nail gun, and then take a weekend seminar at a big box store, that doesn't mean that I'm a cabinet builder.... it just means I have the same tools as a cabinet builder, and some basic knowledge on the subject. With a lot of practice, I will eventually be able to build a nice cabinet, but probably never as good as a real cabinet builder.

Big company X that is now distributing a copied version of our original NEXT-fit bike design is giving weekend seminars to folks who work at the shops that buy them. That's a step in the right direction, but I would suggest checking the stats on your fitter. That's the really important thing. How many years have they been fitting? Do they do it full time, or just once in a while? How many years do they have in the bicycle industry? Are they sporting some gray hair on their head?

I guess the moral of the story is: it's not the flashy tools, lasers, fit bikes...etc. that will make your bike fit comfortably. It's all about the fitter.



The original NEXT-fit fully adjustable fit bike. All adjustments can be made with the rider on the bike. Just as we were about to build a sturdier version, I stumbled into a small Idaho shop and discovered that someone had already done that for us. It now resides in storage waiting to go into the Smithsonian ;-)



The really good copy of our NEXT-fit fully adjustable fit bike. The functioning is identical, but the construction is a lot more beefy, and holds up better to everyday use. We liked it so much, we bought one for our shop. Imitation is the greatest form of flattery.

# LIGHTEN UP!

As many of you know, we've been Cygolite fans for many years. Since the days of the 3 pound water bottle shaped batteries, Cygolite has been the most trouble free lighting company to deal with. An over the counter replacement warranty is a GREAT thing when you are depending on your lights for the Seattle winter. Cygolite's line up is better than ever, and we've selected our favorites for you. Yes, there are a lot of options out there, and it gets confusing, so why waste your time when we've done the sorting for you? Here's our favorites for this winter. All of these units use USB rechargeable batteries! Cool!!



### Dart 210 USB

- 200 lumens (really bright!)
- Internal Li-ion battery
- 2.5 - 14 hour run time
- 6 modes

**Only \$34.99**



### Metro 600 USB

- 400 lumens (blinding bright!)
- Internal Li-ion battery
- 1.75 - 12 hour run time
- 6 modes

**Only \$69.99**

### Metro 850 USB

- 750 lumens (feel the heat bright!)
- Internal Li-ion battery
- 1.5 - 16 hour run time
- 6 modes

**Only \$99.99**



### The USB Commuter Combo

550 lumen head light, 50 lumen tail light,  
both USB rechargeable

**Just \$110**



### Hotshot SL50 Tail Light

- 50 lumens (really bright!)
- Internal Li-ion battery
- 2 - 200 hour run time
- 6 modes

**Only \$32.99**



## GET FIT!

Use this coupon (or send in a friend) to receive a NEXT fit full fitting service for just \$150. Reg. \$200  
Call 206-527-4822 for an appointment.



**SAVE \$50**

Limited to stock on hand. No cash value. Expires November 30, 2016

## LET THERE BE LIGHT....

...at a reasonable price. Tired of buying batteries for that light that is so dim that you can't see with it anyway? You need to take advantage of our introductory special on Cygolite's new Dart 210 light. It never needs batteries, and you can plug it into your computer to charge it (that's what I do). You'll be amazed at how bright this little guy is for the price. Reg. \$35

**With Coupon  
Just \$29.99**



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## SERIOUS TUNING!

Use this coupon to save 20% on a complete Seasonal Service package at R+E cycles. *You can read on the services section of our website all that this service includes if you like.* Reg. \$200

**SAVE 20%**

Limited to stock on hand. No cash value. Expires November 30, 2016



## SHINE ON!

Step up to 400 full lumens of blinding light with the Metro 600 and everyone will see you coming! This baby lights up the street signs blocks away! Hurry in and you can get it for an introductory price right now. Reg. \$70

**With Coupon  
Just \$59.99**



Limited to stock on hand. No cash value. Expires November 30, 2016

.....Continued from Page 1

inside the rear hub (kind of like a high tech version of the old 3-speed). There are no derailleurs to mis-shift, bend, or go out of adjustment. It's become an industry standard, and at Rodriguez, we've just ended another record Rohloff year. I've got lots of information about this bike on the website. If a non-derailleur bike sounds like something that you'd like to commute or tour on, check out the Rodriguez Makeshift models and read on. [rodbikes.com](http://rodbikes.com)

## WELCOME BACK WILLY!

Willy has been in the bicycle industry for several decades, and has a long history with R+E Cycles. Willy is originally from the Coeur d'Alene Idaho area. In the 1980's, Willy was lead assembler and in charge of quality control in the R+E assembly department. Willy and I actually worked together back in those days. In the 1990's he returned to the east side of Washington to run a bicycle shop there for many years, before returning to R+E as a Frame builder in training in 2010.

In 2012, seeking more of an 'outdoors environment', he went to



work for Moots bicycle company in Colorado. After 4 years at Moots, Willy had had enough outdoors. He returned to R+E once again in 2016 to re-join the R+E Cycles team as a custom frame builder.

## EARLY BIRD SPECIAL

You'll need to get here early to get this one! This tail light is not just a tail light, but it projects laser bike lane lines behind on the street as you ride. You'll be seen by every driver! You can have one free with your purchase of \$25 or more while they last. \$30 value

**FREE**  
with \$25 purchase



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## We Have The Best Customers In The World!

April, 2016  
re: Very happy!!!

Hi Dan,  
We're thrilled with our tandem. It is sooooo smooth to ride absorbing the harsh bumps we encounter a lot. Nice that the stoker stem has so many degrees of freedom to figure out what works best.

We truly love this bike. It is so smooth and so quiet! No more eccentric/bottom bracket noise.

Thanks so much, Dan, and we appreciate your attention during this design/build process.

- Beth W.

## THUNDERBOLTS AND LIGHTNING VERY VERY FRIGHTENING PRICE!

The Serfas thunderbolt lights are not only cute, but are very versatile in their mounting ability. The headlight is 100 lumens, and the tail light is 35 lumens, and both are USB rechargeable. These are great commuting lights, and we're closing them out. Reg. price \$45.

With Coupon  
Buy one, get one FREE!



Limited to stock on hand. No cash value. Expires November 30, 2016

## THE END OF AN ERA

For decades we sold these Sigma computers like hot cakes! They were easy to install, and very inexpensive. Well, the internet has pretty much killed this as a category for any brick and mortar store so....we give up. This is the last one, and you can have it for just \$10. (reg. \$25)

Closeout  
**JUST \$10**



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