



5627 University Way NE • Seattle • 206-527-4822 • <http://www.rodcycle.com>



THE NEWSLETTER OF CYCLING VALUES! EXPO EDITION 2000

BIKE EXPO 2000 NEWSLETTER

R+E CYCLES THROUGH THE CENTURIES!

How do you know us? Since 1973, bicyclists have gotten to know us for many different things. You might know us as the shop that measures every customer, and fits them to their bike perfectly. You might know us as the shop with the special bike parking area on the street in front of our store. Maybe you know us as Rodriguez, the oldest tandem bike manufacturer in the United States. Lots of women out there will know us as the inventor of the Rodriguez Stellar, the best women's specific bicycle on the planet! 7 foot tall cyclists, as well as 4' 10" cyclists know us as the best place to build a custom bike for the perfect fit.



Maybe you remember us as the shop who fixed your bike for free along the roadside during STP, Chilly Hilly, the Tandem Rally, or just about any other ride in the Northwest. Maybe you don't know us at all. Well....

If you didn't get to know us in the 20th century, we'd love to get to know you in the 21st century!

THE BEST BIKES FOR 2000!



R+E Cycles enters the 21st Century with a stronger line up of bikes and products than ever! One look at our catalog (inside this newsletter) will show you that. But we've got some special bikes to feature for the year 2000.

We will be building a limited number of our famous Stellars (road bike for women) and the equally famous Arrows (road bike for men) in the Columbus Metax tube set. This is an extremely exotic tubing that is incredibly light weight and responsive. It is made from stainless steel, which allows us to polish it to look like sterling silver and use no paint. A perfect bike for the northwest! No rusting, no chipping paint, just a good polishing once and a while. The bike looks and rides incredible, and has been drawing rave reviews from customers who've see them in the store! We are only planning to build 50 bikes with this tubing, as it takes a lot more time to build with than other tubing, but those 50 bikes will be incredible! If you think it might be time for a new road bike,

THIS IS A MUST SEE!

WHAT'S INSIDE THIS ISSUE

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HELP WANTED

R+E Cycles is looking for a few more experienced mechanics. If you know someone who you think should be working as a mechanic at R+E, have them give us a call.

HOURS

Monday - 12-7
 Tuesday - 12-7
 Wednesday - 12-7
 Saturday - 10-6
 Sunday 11-5

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 SEATTLE WA, 98105
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Specifications:	Stellar	Arrow
Component group	Campagnolo Mirage	Campagnolo Veloce
Stem	Aluminum A-head	Aluminum A-head
Fork	Alloy Kinesis	Rodriguez Cro-mo
Bar Tape	Cinelli cork	Cinelli cork
Tires	Vittoria Kevlar belt	Vittoria Kevlar belt
Rims	Mavic/Velocity 650	Velocity Razor 700c
Handle bars	ITM 40/42cm	ITM 40/42cm
Head set	FSA Alloy 1" A-head	FSA Alloy 1" A-head
Spokes	DT Stainless	DT Stainless
Seat	Serfas Curva	Serfas Cosmos

NOT TOO HOT, NOT TOO COLD

Arm warmers are the perfect choice when it's in between the seasons. Turn your short sleeve jersey into a long sleeve jersey and then slip off the sleeves when the sun comes out!

Pearl Izumi Arm Warmers Reg:\$25
Coupon \$19.88

Offer good with coupon only. No cash value. Expires 3/19/00



NOT TOO HOT, NOT TOO COLD

Leg warmers are the perfect choice when it's in between the seasons. Turn your shorts into tights and then slip off the legs when the sun comes out!

Pearl Izumi Leg Warmers Reg:\$40
Coupon \$29.88

Offer good with coupon only. No cash value. Expires 3/19/00

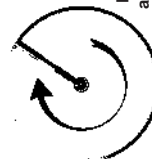


Bulk Rate
 U.S. Postage Paid
 Seattle WA.
 Permit No. 12977

FREE SPEED

Dazzle and amaze everyone around you this summer when you change a flat tire in seconds flat! The Speed Lever is the fastest way to change a flat, and sell for \$8.

Now you can receive a free Speed Lever at R+E Cycles with your purchase of \$20 or more! FREE IS A VERY GOOD PRICE This is not an in-store coupon. One coupon per customer, one certificate per coupon. This offer is good with coupon that has mailing label only. No cash value. Expires 03/19/00



CLIP AND SAVE!

BIKE RIDIN' LINGERIE

We are not opening an entire lingerie department but we do have a good deal on sports bras. A "waffled" cool max liner makes these great at wicking away sweat. Great for cycling, running, or any other sport. Reg: \$20

Coupon Special:
\$14.99

Offer good with coupon only. No cash value. Expires 3/19/00



WHAT IF IT RAINS?

Keep your feet dry with a pair of waterproof, breathable socks. We were skeptical of these at first but now much of our staff rides with these SealSkinz socks. They are great! Reg: \$35

Coupon Special 26.99

Offer good with coupon only. No cash value. Expires 3/19/00



TOASTY TOES

Slip a pair of these neoprene covers onto your toe clips and you'll like those chilly mornings lots better. And if you get caught in some rain on the way home, your feet will stay a lot drier, too.

Reg: 20

Special \$14.99

Offer good with coupon only. No cash value. Expires 3/19/00



GETTING RID OF YOUR OLD SHOES??

We've got some that we need to get rid of, too. We have a selection of Shimano mountain and touring shoes (all are SPD compatible) that we are closing out for 30-40% off. Hurry, while the size selection is at its best.

If the shoe fits, buy it.



Offer good with coupon only. No cash value. Expires 3/19/00

JUST WHAT THE DOCTOR ORDERED!

There's been a lot of buzz about the "dangers" of bicycle saddles and now there are a lot of new saddle designs on the market. The Serfas RX is "doctor recommended" as well as endorsed by us! Try it for 30 days and if you are not 100% satisfied we'll give you your money back. Comes in men's and women's styles.

Reg: 43

Special \$34.99

Offer good with coupon only. No cash value. Expires 3/19/00

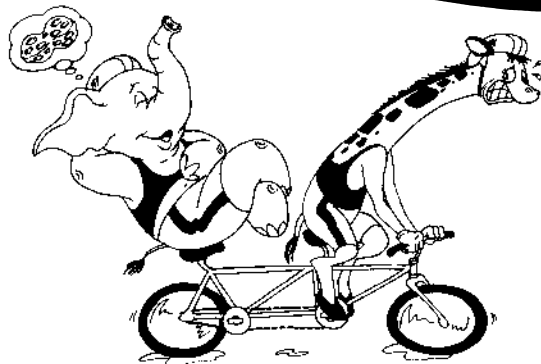
SOMETIMES IT JUST CLICKS

The easiest and cleanest way to mount your seat bag. They clip right onto your saddle so you won't snag your shorts on any velcro straps. Fisher Marlin Seat Bags Reg: \$17

Only \$9.99

Offer good with coupon only. No cash value. Expires 3/19/00

THE TANDEM CORNER



TANDEM CHATTER

NUTS SOCIAL FRIDAY MARCH 3 7:30PM

It's that time of year, when we tandem riders look forward to spending time on the road with our partners. If you are a team that likes to ride with others you are probably anticipating one or two of the Northwest tandem rallies. Even if you don't attend a rally there are lots of opportunities to ride with other "2 seaters".

R+E Cycles has administered the N.U.T.S. (Northwest Unofficial Tandem Society) club for the past 6 years and look forward to continue hosting it in the year 2000. We'd like to kick off the year by inviting you to a social on Friday March 3. We'll meet at R+E from 7:30-9PM for cake, coffee, stories and most of all to plan next year's rides and the general direction of the club.

Please join us and if you've got one, bring a story to share!

Attend the NUTS meeting and enter to win a pair of tandem jerseys!! We'll put everyone's name in a hat helmet and pick a lucky winner.

TANDEM CLOSEOUT SPECIALS ON BACK COVER!

LEARN TO RIDE A TANDEM

MORE FUN THAN DOING THE TANGO??

We think so. Find out for yourself. Spend a few hours in our Tandem 101 Riding class and you'll ride away as a competent tandemist, tandem, tandemette.

We'll talk a bit about tandems in general, then we'll give some verbal instruction and finally we'll take you out on the road. Just because you are a good bike rider does not mean that you'll be a great captain or stoker the first 100 yards of your ride. We'll start by letting you experience each position with us in the other, before we send you out on a tandem together. Letting 2 people go out together who have never been on a tandem before, is like letting you take out a semi-truck, just because you know how to drive a car. Sign up for a tandem class and you'll understand why tandem riders smile so much. The price is \$35 per couple paid in advance.

Next Class dates are:

Saturday March 11, 2000

Saturday March 25, 2000

Saturday April 8, 2000

All Tandem 101 Classes start at 9:30am.

NATIONAL BIKE REGISTRY

Have you ever wondered how many bicycles the police recover but can not return to the rightful owner? The numbers vary from city to city but the commonality is that they are huge. It is no surprise. Have you ever looked at the serial number that is stamped (somewhere) into your bicycle's frame? It was stamped before it was painted, so the paint usually obscures part of the numbers. It gets pretty hard to tell a 3 from an 8, an S from an 8, etc. Mechanics usually do the best job they can to decipher the numbers when they record them on the form you get. If/when a bike is recovered the police may interpret the numbers (if they can find them) quite differently and then your bike sits with hundreds of others until the department does whatever it does with them.

Wouldn't it be great if you could have an easily readable, but unremovable "license" on your bike? And even better, suppose there was a national site on the internet where all of these numbers were stored? That way, when a bike was recovered the police could easily find the owner even if they were in a different city. As it is, if you report your bike stolen in Bellevue, and it turns up in Seattle, it is going to be a long shot to have it returned to you.

Sign up with the National Bike Registry and you'll vastly increase your chances of having a stolen bike recovered. This registry has been in existence since 1984, but with the help of the internet, it has become really valuable. Here's how it works. You fill out a short ID form, pay a small fee, and you receive a virtually unremovable, virtually tamper proof ID sticker for your bicycle. This number is listed on the NBR website, for which police departments, nationwide have access. When they run across a bike with this easily legible number on it, they'll log on to the "net" and you'll have your bike back!

The registration fees are very reasonable and we want to help recover stolen bikes. So, if you register via R+E anytime before March 15, we'll knock \$3 off the cost as listed below:

type of reg	3 yrs	10yrs	30 yrs	family	5bikes/10yrs
retail price	10.95	15.95	30.95	30.95	
before march 15	7.95	12.95	27.95	27.95	

It is easy to do: Stop by the store for a brochure, call us (206-527-4822), or fax us (206-527-8931) with your credit card number and we'll handle the whole thing for you.

**Don't let your bike get sold
for \$50 at a police auction!**

BETTER THAN BLOCKBUSTERS

We have the largest selection of cycling videos around. And even better, with our DVD player, you can preview them before you make your purchase. We have road videos including the 1999 Tour de France, the '99 tour d'Italia, the Fausto Coppi story and older Tours. We also have classic movies including American Flyers and Breaking Away. The Mountain Bike collection includes lots of action packed down and dirty videos. We have training videos for mountain biking as well as a great Spinning workout tape.

DVD BIKE VIDEOS!

The tapes start at \$14.99 and previewing them in the store is FREE!!! The DVD player makes it fast and simple. Push a button and your video is running. As an introductory special we'll sell you a second one for 1/2 price when you purchase your first one! (See the coupon!)

CLIP AND SAVE!

SWOOSH!

Check it out. all of our remaining Nike Cycling Shoes are 50% off!! Beats driving to the outlet malls!



SAVE 50%

Offer good with coupon only. No cash value. Expires 3/19/00

GET A LEG UP ON THE COMPETITION!

We need to make room for our new shorts so you get to save \$\$ on tights.

Our entire selection of tights; mens, women's, waterproof, etc are

25% off!!



Offer good with coupon only. No cash value. Expires 3/19/00

U-LOCK IT or U-LOSE IT!



Our best U-locks are on sale. The Kryptonite Evolite U Lock is the lightest high security lock that we can find. Don't be sorry that you didn't use a good lock and don't be sorry that you didn't buy it on sale.

Reg:\$50

Coupon:\$39.99

Offer good with coupon only. No cash value. Expires 3/19/00

How Bright Are You?



Don't be caught in the dark without lights. This easy on/ easy off Serfas front and rear light set keeps you legal and lets you be seen. Reg:\$ 25

Coupon:\$21.50

Offer good with coupon only. No cash value. Expires 3/19/00

It's All in the Bag!

Just what you need for on the road repairs. Tire levers, patch kit, folding allen wrench tube, chain lube all in a Jandd wedge pack. And you even get a free

Power Bar Reg:\$42

Coupon:\$34.99



Offer good with coupon only. No cash value. Expires 3/19/00

THESE AIN'T NO "CHICK FLICKS"

Whether it's Greg LeMond or Lance winning the Tour de France, or gnarly mountain bike riding, you won't find these flicks in the theater. Check out our collection of 25 cycling videos and you'll probably find a few that peak your interest. Buy one and we'll sell you a second for

50% OFF!

Offer good with coupon only. No cash value. Expires 3/19/00

WONDERING WHERE TO RIDE?

The Touring Seattle book contains a bunch of great city rides with detailed maps and route instructions. Even if you think you know the city well, you might find some fun new routes. Reg:\$12

Coupon: \$9.99

Offer good with coupon only. No cash value. Expires 3/19/00

ESTELLE'S BIKE CAMP FOR WOMEN



ESTELLE GRAY AND ROD-RIGUEZ BICYCLES ARE CONDUCTING WOMEN'S CYCLING CAMPS!

Due to demand, we'll be hosting 2 different camps for women of different levels.

The basic camp will be offered at 2 different times, June 8,9,10 and Aug 3,4,5. This camp is designed for women who want to ride their bikes more efficiently. We'll focus on understanding your gears so that you can ride faster and further more easily. We'll concentrate on making the hills feel easier and help you improve your bike handling skills. We'll cover topics such as efficient gear shifting, cadence, injury prevention, proper bicycle fitting and technique, and learn how to fix a flat. You'll have an opportunity to try clipless pedals if you'd like and you'll learn how to work with a cadence computer.

We welcome riders of all ages, abilities, fitness levels, and bike types. The material is designed for the woman who wants to gain a better understanding of her bike as well as for those who are going to ride have to be in shape to do this camp!!!!!!!

July 28,29,30 will be a more advanced camp. It will be co-taught by author, triathlete, Sally Edwards. In this session we will assume that the riders already know how to shift their gears and we will focus on riding in the proper gear according to your heart rate. You'll learn the ins and outs of training and riding with a heart rate monitor, as well as how to design an effective training program for yourself. We'll work on bike handling skills by learning to ride on "rollers" and then we'll go out and practice drafting. We'll also teach drills that will get you stronger and faster.

All of the camps are held at the scenic Mountain Springs Lodge, outside of Leavenworth, WA. The food is gourmet and abundant, the setting is magnificent and the camaraderie can not be defined!

Cost of the camp is \$399 and includes:
 2 nights lodging (single beds, 4 to a room)
 6 meals (Fri dinner thru Sun lunch)
 Snacks and soft drinks
 Instruction and all materials
 Use of a cycling computer with cadence function or heart rate monitor.

To sign up:

Name _____ phone(s) _____

Address _____

city, st. zip _____ Date of camp _____

Form of Payment:

Check enclosed Credit Card # _____ exp. _____
 Type of card: Visa MC Discover

We will send follow up confirmation with detailed information

To receive further information e-mail us at rodtandem@aol.com or leave a message at 206-527-8931 ext:911

YOUR FAVORITE COMBINATION!

And you get to pick it. this Delta lock is a coiled cable with an integral combination lock. You get to pick the combination so that you won't forget it later. Reg:\$17

Coupon: \$12.99



Offer good with coupon only. No cash value. Expires 3/19/00

Silly Values That Take a Special Pump! **@!

Screw on a presta valve adapter and you can turn those annoying valves into standard ones! Don't hassle with them any more!

Presta adapters Reg:99 cents

Buy one, get one free!!



Offer good with coupon only. No cash value. Expires 3/19/00

Stopping for a Latte?

Don't lean your bike against the window, without a lock, while you run in for "just a minute". We've heard of too many that get swiped. Lock it up with this tiny lock that fits in our jersey pocket or seat bag. Use a Kryptonite CC-4 "Latte Lock".

Reg:\$9



Coupon \$7.99

Offer good with coupon only. No cash value. Expires 3/19/00

Plain and Simple

A floor pump with a gauge. No bells, whistles or fancy prices. Just practical and durable. 2 hole head, fits PV or SV. Fisher Big Bertha Reg:\$24

Special \$19.99

Offer good with coupon only. No cash value. Expires 3/19/00

WORTH EVERY PENNY!

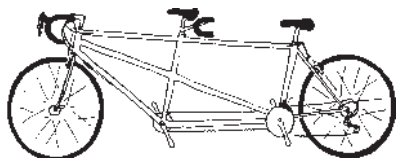
The Smith "Slider" Glasses come with 3 interchangeable lenses. Gray, clear and yellow. They are easy to change and feature high quality optics. Choose from 3 styles and many colors. (The SL 2's fit women especially well.) You'll appreciate them in all conditions. Reg:\$100



Coupon: \$79.99

Offer good with coupon only. No cash value. Expires 3/19/00

TANDEM CLOSEOUTS



Imagine owning a tandem from the last century!

It's not too late, you can still purchase a new Rodriguez tandem that was built in the 1900's. We have some 1999 models as well as some used 1999 demos that we have available at last century's prices from the last century as well!

BIKE	SIZE	REGULAR	CLOSEOUT
RENTAL - TEST PILOT	MED.	1900	1599.99
RENTAL - TEST PILOT	LARGE	1900	1599.99
RENTAL - ALUMINUM	MED.	3500	2599.99
USED - CUSTOM	LARGE	4000	2499.99
NEW - '99 TOUCAN RIGID	MED.	2500	2199.99
NEW - '99 TOUCAN RIGID	LARGE	2500	2199.99

HURRY, ALL PRICES LIMITED TO STOCK ON HAND! OFFER EXPIRES MARCH 19, 2000

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