

"Most people don't recognize opportunity when it comes, because it's usually dressed in overalls and looks a lot like work."

- Thomas Edison

Rodriguez

Bicycle Co.

What's Up?

Welcome to 2010! WOW what a season it's been so far. I'll bet you all are wondering where I've been? I've been here in the shop. As it turns out, we've been extremely busy this season....a lot busier than we had planned for, so I've been working in just about every department this year as we were a little understaffed for a while. I didn't have time for a full newsletter, so I thought I should put together a mini-newsletter before STP so you know what we've been up to.

What's keeping us so busy?

This season we've really seen a big increase in the amount of 'out-of-state' sales. We've been sending bikes all over the world it seems, and customers from all over are discovering Rodriguez Bicycles. This has kept Scott, Amber and myself very busy answering e-mails, and shipping bikes.

Touring Bikes.

This year we're seeing HUGE interest in touring bikes. Usually the touring bike season ends in March, but this year they've been selling all the way through June. We just kept waiting for the end of the touring bike season, and it never came. That's no problem for us, touring bikes are one of our specialties.



Tandems.

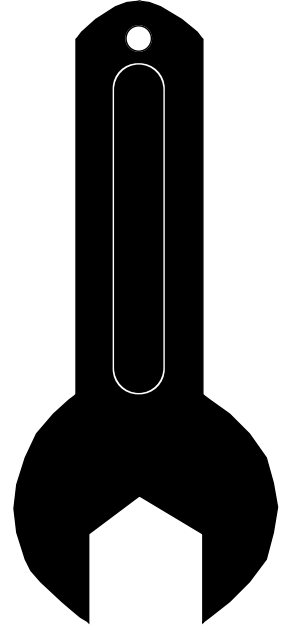
Last year we didn't sell many tandems. This year, we're selling about twice as many as usual. We've noticed that most of the tandems we've sold this year do not have the S&S couplings in them. Tandems are another Rodriguez signature product, so we welcome the increase in tandems sales.



Got a Ride coming up?

The repair shop is rockin' this season too! We've hired a couple new faces (one of them a blast from the past).

So, if you've got a ride coming up and your bike needs a little attention, give us a call at 206-527-0360 and schedule in for a service. We're set up to service any make of bicycle in a quicker turnaround time than ever.



Did you Know?

The Rodriguez 2010 line-up includes five American made models that retail for under \$2,000! How's that for American know how?



37 Years and still rollin' strong!

SINCE 1973

5627 University Way NE

Seattle, WA 98105

206-527-4822

Fax 206-527-8931

www.rodcycle.com

The Weakest Link!

Bring this with your bike to our repair shop and we'll check your chain for stretch, and lube it for you FREE! That's about the cheapest insurance you can buy if your going to do a long ride.

With coupon just FREE!

No cash value. Limited to stock on hand. Offer expires July 31, 2010

Frog Legs?

We're not talking French cuisine. Frogs are really sweet pedals from Speedplay. If you don't have clipless style pedals already, Speedplay Frogs are for you. These are the easiest to 'get in and out' pedals on the market. Come in today and try a pair on a stationary bike. Reg. \$125



With coupon just \$109

No cash value. Limited to stock on hand. Offer expires July 31, 2010

Are you a Loser?

I am. I'm always losing my sunglasses. If you're loser too, no need to worry. We have an assortment of sunglasses that you can afford to lose. Choose from clear, amber or dark. Reg. \$20

With coupon just \$11.99



No cash value. Limited to stock on hand. Offer expires July 31, 2010

Build your confidence

A comfortable fitting bike is the best way to have confidence in your ride. Have Smiley help you determine if your bike is fitting you well with a full fit session. Call 206.527.4822 to schedule an appointment. Reg. \$200.

With coupon just \$150

No cash value. Limited to stock on hand. Offer expires July 31, 2010

The Rainy Ride

I know someone promised you that it never rains on STP, but they LIE! I've been on STP when the heaven's opened, but I just pulled out my sweet Rain Jacket from R+E Cycles and kept riding. Get the Touring rain jacket for your ride and save \$20 while you're at it. Reg. \$165

With coupon just \$145



No cash value. Limited to stock on hand. Offer expires July 31, 2010

Tracking Device

Keep track of all your miles this season with a Sigma BC509 computer. This little guy does just what you need, and doesn't make it too confusion.

Reg. \$30

With coupon just 17.99

What a Screamin' Deal!



No cash value. Limited to stock on hand. Offer expires July 31, 2010

Meals on Wheels

Add a Bento Box to your top tube and keep your snacks right up front. We'll even sweeten the deal a little bit. Reg. \$20

With Coupon just \$17.99



No cash value. Limited to stock on hand. Offer expires July 31, 2010

Time to Re-tire

Bring that bike into R+E Cycles before the big ride for a Full Seasonal Service or Overhaul and we'll throw in a pair of Serfas Seca R 700x23 tires for FREE! That's right! Free is a very good price! 700x23c size only.

FREE tires with full service



No cash value. Limited to stock on hand. Offer expires July 31, 2010

Need a Ride?

How 'bout a Redline Conquest Sport for just \$650? Reg. 750

**With coupon
SAVE \$100**



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If the Shoes Fit....

At R+E Cycles, Pearl Izumi shoes start at just \$89. We're going to do you one better and make all Pearl izumi shoes 15% off with this coupon. Hurry, limited to stock on hand.

With coupon SAVE 15%



No cash value. Limited to stock on hand. Offer expires July 31, 2010