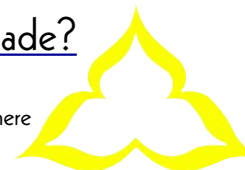


VALUE Shopping for Value? Why not try American Made?



In this day of manufacturers giving up and shipping their production overseas, we here at Rodriguez Bicycles hold a strong belief that quality and value can be manufactured right here in Seattle U.S.A. All of our bikes are made right here in our facility in Seattle, and the Rodriguez Limited is no exception. We realize that in the current economy many folks are looking for bicycles that cost under \$2,000 but we see no reason that this rider should have to purchase a bicycle made overseas. We've put our heads together and come up with some amazing values that you'll only find right here at Rodriguez Bicycles.

COMFORT

The Rodriguez Limited Sport Bike does not have all of the same options available as our other models because we have already built the frames over the winter. This way we can keep our team of expert frame builders working over the winter and provide an incredible value to the customer in the spring. It does however come standard with our Rodriguez Comfort Guarantee. So, if you are on a budget, and you don't mind blue, the Rodriguez Limited is a must see!

SPORT We've set the bike up with a component group that is a mixture of Shimano/Tektro and other mid-level components (marry the frame, date the parts we say). Hand-built wheels with a 3-year warranty are another unique feature that you'll get on the 2011 Limited.

- Made in Seattle U.S.A. from light-weight Cro-moly steel
- Available in 9 sizes to fit men and women

Favorite Add-ons:

- Full Fenders Installed - \$65
- Mathouser Brake Pads - \$30
- Speedplay Frog Pedals - \$125



RODRIGUEZ
2011 LIMITED
\$1,499

Dan: I would like to add
- I LOVE MY RODRIGUEZ!!!!!!



Ele at Stevens Pass with her Rodriguez Sport bike. Read her whole story, and others in our customer scrap book at www.rodcycle.com

Frame	Butted Cro-moly Steel
Fork	Rodriguez Cro-moly Steel
Shift/Brake levers	Shimano 2200 STI
Brakes	Tektro Long Reach Dual Pivot
Bottom Bracket	Sealed Bearing
Cranks	Truvativ Triple
Front Derailleur	Shimano 2200 Triple
Rear Derailleur	Shimano 2200 Triple
Hubs	Formula 32 hole
Rims	Weinmann
Spokes	Stainless 14G
Wheels	Hand-built
Tires	Kenda Kontender
Handlebar	Alloy Drop Bars
Head Set	FSA 1 1/8" Threadless
Bar tape	Black Cork
Seat post	27.2 Alloy
Seat	WTB Speed V

Parts specifications subject to change depending on availability

For more information and color photos visit us on the web!

 www.rodcycle.com

Fit to Finish Quiz

Just a few questions:

How many bike shops do you know of that have 35 years of custom fitting bicycles and a staff with over 160 years of combined professional experience in the industry?

Make your list.....pretty short right?

Now, of those shops....how many of them actually build the bicycles they sell?

I know....the list just got shorter right?

Now, how many of them can guarantee a 4-week turnaround for any bike year round?

Hold on, I'm not done yet. How many of those shops wrote the software and built the fitting cycle that they use to perform their bicycle fitting services?

Wouldn't it be great if the professional who performed your fitting work introduced you to the person who will be designing your frame? Wouldn't it be great if the

person who designed your frame was the same person who designed the fitting system? Wouldn't it be even greater if you got to meet everyone who would be creating your new bike in person? The frame builder, the painter, the assembler, even the machinist who makes your custom braze-ons? What if they all worked at the same place that you bought your bike, and you could tour the entire shop any time you wanted?

At R+E Cycles, we've learned that efficiency and accuracy are all related to proximity. Fit to Finish means that your bike never leaves our building during manufacturing.

For instance: if I have a question about the fit on a bike design that I'm working on, I can just ask the fitter. If the frame builder has a question for me about a drawing, they can just ask me. If the painter has a question about the paint, she can ask the salesperson. All of this can happen instantly without anyone leaving the building, or leaving a message. This assures you that your bike is built efficiently without guess work on anyone's part.

Fit to finish at R+E Cycles

Budget Busting!

While putting together this years catalog, I was surprised at how many complete bicycle options under the price of \$2,500 that we are offering this year:

At a glance

Complete, ready to ride,
made in Seattle U.S.A.

Rodriguez
hand-built bikes for
Under \$2,000

Shiftless	\$1,399	Page 18
Navigator	\$1,599	Page 4
Adventure Basic	\$1,899	Page 8
UTB Basic	\$1,899	Page 10
Limited	\$1,999	Page 6

Why Pay More?

At R+E Cycles, we strive to give our customers more for their money. Several companies in the industry offer hand-made bicycles, but none offer them at the prices that we do. A lot of companies are selling bikes built over seas at the prices of our bikes. Our commitment to efficiency, low advertising costs, direct sales approach, and skilled professional staff allow us to bring to the market place bicycles that sell for **20% to 60% LESS** than other hand-made brands.

You can pay more, but you will not get a better bicycle than a Rodriguez! Need more convincing? Ask our customers. Visit our online

customer scrapbook at

www.rodcycle.com

today!

Rodriguez