

Don't ask for a light load, but rather ask for a strong back.



5627 University Way NE • Seattle • 206.527.4822 • www.rodcycle.com

R+E CYCLES NEWS • THE NEWSLETTER OF CYCLING VALUES! MAY 2005

Equal Rides

Well, there always has to be something that we underestimate right? Last year it was virtually everything we made (thanks for your patience those of you who waited so long for your bikes). This year though was different. Wait times have been down considerably as we were able to build a lot of bikes up over the fall and winter (mostly Stellers and tandems based on last years trends)

There was still something that we underestimated this year, though: Men's bikes. If you're a man and you've been in looking to see what we here at R+E Cycles have to offer, chances are you've had to look at the catalog right?

Well, maybe it's Lance Armstrong, maybe it's the weather, maybe it's just the way the bike market has been going, but over the past two years we've seen a dramatic, unanticipated increase in sales of bikes to men here at R+E Cycles. Needless to say, we welcome this trend as we are an 'equal rides' shop.

The Good News Is:

With our new updated facility (and miracle staff of course), we were able to work a little magic and adapt to this new trend quickly. Now we've caught up and have men's bikes in stock to ride and to sell. Not bad huh?

Of course the sales of tandems and women's specific Stellar bikes remain stronger than usual, but we were well prepared for that this year.



An Industry Standard

The first Rodriguez Stellar bicycle for women rolled out the door December 2nd, 1995. I realized the other day that we are about to celebrate 10 years of a successful bike model. Ten years? Really? It seems like yesterday that Matt brought those first 3 shiny new Stellar sample frames up from the paint shop. I remember the meeting that we had to show the frames to the staff, and how nervous we were that we had ordered all of those parts, frame tubes, forks etc... (30 bikes worth to be exact). To give you an example of the scale of the project at the time, we had only built 36 Rodriguez bikes for the entire year before that. I remember it like it was yesterday... building wheel after wheel, bike after bike, applying decals, calling around trying to hunt down parts. It was difficult, but it was also fun to see something that you've worked so hard at to become a reality.



Then there was a day last summer when a woman came in to the shop and said that she was looking at a used Stellar at another shop and she wanted to know our opinion of the price they wanted. She was excited about it because she had been looking for a used Stellar for a couple of years. That was the moment that I realized that the Stellar isn't a new bike anymore, but a standard that people seek out. She bought that Stellar and brought it in for fitting work and an overhaul. It looks like a classic bike now. Looking at the 9 year old white Dia-Compe brakes and white cable housing brought back a flood of memories of that first Stellar year, and a realization that those memories are almost a decade old now.

I don't know if she's reading this now, or even if she's on the mailing list, but I wanted to take a minute to thank her and every one of our Stellar customers for making this bike such a great success, and our jobs so much fun. There are nearly 1,200 Stellers on the road now, and we thank all of you for making the Stellar a huge success as well as a standard in the industry.

HOURS

Monday ~ Closed
Tuesday - Friday 12 ~ 6
Saturday - 10 ~ 5
Sunday ~ Closed
by Appointment ~ anytime



The only bike shop around with a real coffee shop built right in. If you would like to plan a ride to leave or start at R+E Cycles' coffee shop, just call ahead and we'd be happy to accommodate your group.

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Stay Clean This Season!

Are you afraid to drink out of your water bottle because of the residue left on the outside of it? Aluminum water bottle cages mark up your bottle over time. "But how can I avoid those embarrassing marks" you ask? The Stainless steel cage from Blackburn. We'll even help you out and sell you one for \$3 off. Reg. \$15

With Coupon Just \$11.99

No cash value. Limited to stock on hand. Coupon expires May 29th 2005



Abducted By Aliens

Lots of our customers use rear racks. As you know, R+E Cycles is the place where you can buy a tail light that will bolt on to the back of your rack. Well, after seeing this years model of 'rear rack mounting light' we're convinced that the designers were abducted by aliens from outer space. It may look funny, but it's even brighter than ever. Reg. \$15

With Coupon Just \$11.99

No cash value. Limited to stock on hand. Coupon expires May 29th 2005



Man! My Dogs are Barkin'

This is what I used to say after a long day at work, or a long bike ride. But since I discovered the comforts of Superfeet insoles, I even wear my shoes to bed.....well maybe not really, but I could if I wanted to.

Use this coupon to save 20% on a pair for yourself and quiet those dogs down. Reg. \$30

With Coupon Just \$25



No cash value. Limited to stock on hand. Coupon expires May 29th 2005

PRSR STD
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Break Wind!

Triathlon season is upon us, and that means there's going to be a lot of wind being broken! We've got a good selection of Profile aero bars that will clamp right onto your road bike handle bars. Now you can ride like the pros and save \$ at the same time.

Use this coupon to get FREE installation with purchase of any Profile aero bars (\$100-\$150). Installation is reg. \$30

SAVE \$30

Hurry, supply is limited!

No cash value. Limited to stock on hand. Coupon expires May 29th 2005



Not as careful as you should be?

This is your helmet then. It's the Metro from Bell. We love this helmet for commuting or bicycle touring. It has many features that make it more durable for everyday kind of use for those 'not so careful with their stuff' kind of people. Reg. \$100

With Coupon Just \$79.99

Hurry, supply is limited!



No cash value. Limited to stock on hand. Coupon expires May 29th 2005

That Big yellow Ball in the Sky

It's Back! And just in time too! We just got a large supply of sunglasses and we're putting them on sale. Buy one, get one free! If you don't have faith that the sun's going to last, well....we've still got your solution. Buy a pair of tinted for the sun and use your freebie to get a pair of clear for the not so sunny summer days.

2 for 1

Sunglasses

No cash value. Limited to stock on hand. Coupon expires May 29th 2005



Handburger

Cycling gloves are for comfort, but also for protection. A small 'tip-over' on your bike can really mess up your hands if you're not wearing gloves. Use this coupon to save 20% on any cycling gloves that we have in stock, and protect your hands.

**20% off
cycling gloves**

No cash value. Limited to stock on hand. Coupon expires May 29th 2005



It's Time to Tri

If you're going to do a triathlon, but haven't tried a wetsuit yet, we think it's time. At R+E Cycles, you can rent a wetsuit to 'tri'one out before you invest. Just call us at the shop to set a time to get fit for one. We'll even knock \$5 off the rental for you. If you rent a wetsuit from us, and then decide to buy one, we'll knock 1/2 the rental off of the purchase price. So come on....what are you waiting for?

Wet suit rental reg. \$35

With coupon just \$30

No cash value. Limited to stock on hand. Coupon expires May 29th 2005



Short Shorts

We've got a selection of Women's sizes cycling shorts that are cut short on the legs. They can be worn as regular bike shorts as they have a very high quality, anti-bacterial chamois. Some people like these for spin classes, and others like them because they can wear them under regular cloths. Use this coupon to get a pair at 1/2 price.

Reg. 30

Sale \$15

No cash value. Limited to stock on hand. Coupon expires May 29th 2005



We have the Best Customers in the World (and they're travelling all over it)

November 29, 2004

My wife and I purchased our Willie Weir touring (WW Adventure) bikes late this spring with the glee of kids getting their first set of wheels. I haven't anticipated a bike purchase this much since that JC Higgins used one-speed I got from Aurora Cycle in the 1950's.

Karen and I have done some modest bike touring before in the U.S. and Europe (not quite Willie and Kat Weir touring Eastern Turkey...at least, not yet). However, overseas, we had to haul our own non-folding bikes through airports, public transit venues, and hotels or opt for rental bikes. Yuck. We're still recovering from biking that first freeway traffic circle outside Heathrow Airport (near London) where the cars were whizzing by us off of the M1 on the "wrong" side of the road at 70 mph. And those rental bikes in France weren't much better than that 1950's one-speed I had. With our new wonderful collapsible bikes, we'll be able to start our tours at any place that's convenient for us.

While we're not kids by any means (try mid 50's), we are still pretty active, having done multiple marathons, cross country and downhill ski vacations, biking, etc. in our middle years. But earlier this year we weren't all that fit. I hadn't ridden a bike at all in 2004 until we got these cycles from R and E in June. But we decided to get in shape quickly and bike from our front door in Tacoma to San Francisco by the end of the summer.

The first day of the trip, this September 1st, it poured rain and even hailed on us. However, from then on, the weather was wonderful. We followed the STP route to Portland, went down the Willamette valley to near Eugene, and took little used Highway 36 to the Oregon Coast. We followed the coast highway (101) and some parallel back roads down the Oregon and Northern California coasts and through the redwoods. We turned west at Leggett, went up the notorious "Leggett Hill" south of the Avenue of the Giants, and followed Highway 1 down the spectacular and less crowded California coast to the City by the Bay.

We had a wonderful time. Our somewhat less than direct route ended up being about 1,000 miles. We covered 50 to 100 miles a day. When we had another tourist couple (from France, as it turned out, and excited that we had biked before in their homeland) take our picture as we prepared to cross the Golden Gate Bridge, we were fit, happy, and totally pleased with our bikes.

The WW's rode like dreams. The 27 speeds were useful on the numerous 500 to 700 and occasional 1,000 to 2,000 foot hills. The frame was light but sturdy and handled smooth back roads, pot-holed streets in small coastal towns, some dirt trails we ended up on, and the streets of San Francisco with comfort. They even kept us upright as all those many "Uncle Earls", who probably shouldn't have been driving a KIA, passed us 4 inches off of our elbows in their wobbling 150 foot RV's (towing large SUV's) on Hwy 101.

We had shipped our S and S metal bike boxes (also purchased at R and E) to the San Francisco hotel before our arrival. When we reached the hotel, the clerk wheeled these containers out to us. When she asked where we had biked from, and we said Tacoma, she asked again, "No, really, where did you bike from?". When she realized we weren't kidding, her jaw dropped a bit and her eyes got large (focusing on my salt and pepper gray hair?) She took a real interest in our gear and enjoyed seeing how the bikes could be disassembled.

After the mandatory post ride FOOD, we opened the boxes, took the bikes apart, and put them in. It was a relative breeze, even after a 1,000 mile trip that we had completed moments before. We stored them in our rooms while we "did" San Francisco for the next few days. The return trip with our suit cased bikes traveling on the airporter, being wheeled through the airport (where we checked the bikes in their suitcases like any other luggage without a bicycle surcharge), and riding home from SeaTac in the trunk of our friend's car was flawless.

We really love our new bikes. If you'd like technical information about them, contact the R and E staff. We're not stupid, but we ain't bike techies.

Thanks to all the R & E staff (and also to Willie for designing such a great bike) for giving us what we anticipate being the ticket to numerous bike adventures in the future.

-Bruce and Karen

Read more stories in our online Customer Scrap Book at www.rodcycle.com



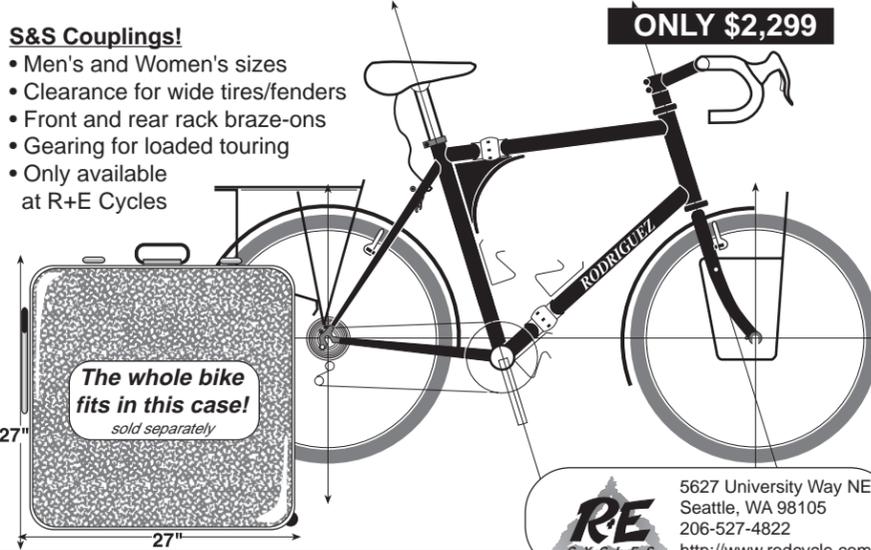
TRAVEL THE WORLD ON A BIKE!

The Ultimate Bicycle Traveller, Willie Weir, and the Ultimate Bicycle Builders, Rodriguez, have teamed up to design the Ultimate Travel Bike! Portability, comfort, durability, luggage room, easy gearing, this bike has it all! We even make it right here in Seattle! Stop by our Shop, for a free Willie Weir Touring video.

S&S Couplings!

- Men's and Women's sizes
- Clearance for wide tires/fenders
- Front and rear rack braze-ons
- Gearing for loaded touring
- Only available at R+E Cycles

ONLY \$2,299



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<http://www.rodcycle.com>

You'll Never Know if You Don't Tri

When I teach classes on getting ready for your first triathlon one of the biggest questions I hear is, "what can I expect on race day?". I even have a whole section in my class on what to expect on race day. I'd like to share with you some of the most commonly asked questions to make your first triathlon a fun and rewarding day!

If you are concerned about how to get in all the swim, bike and run training to be ready for the race, check out the R+E's training plan in this newsletter.

What do I do with all my gear on race morning?

A few races (like Danskin) require that you drop off your bike the day before in the transition area. Most races don't do this, so you will have all your gear to get into the transition area on race morning. The transition area is where you have a designated spot (usually a rack with a sign with the athlete's corresponding race number) to put your gear. Only registered athletes are allowed in the transition area.

What do I need in the transition area?

Anything for the race that you are not wearing for the swim. After the swim you will run to your transition spot and remove your wetsuit (R+E rents and sells them) and swim cap and goggles. Since nudity is not allowed in the transition area, make sure you are wearing your swim suit or short and top under your wetsuit! If you want to ride in a jersey and short - just wear it under the wetsuit (saves lots of time and really hard to get on dry clothes when you're wet!). For the bike ride you need your bike, helmet, sunglasses, cycling shoes, socks and gloves (both optional). After the bike you will return to your transition spot and leave your bike, cycling shoes and helmet and put on your running shoes.

How soon before the race start should I arrive at the race site?

Many of the races have their swims in waves of around 100 athletes leaving every few minutes. Even if you have a later wave start it is best to arrive 90 min. to 2 hours before the first wave start to allow time to park and get your gear into the transition area. The transition area will close down before the start of the first swim wave. This will allow you time to get set up and not feel rushed.

What do I eat BEFORE the race?

First rule of race day nutrition is - don't try something new! Eat what you normally eat before a morning workout. Some examples are: yogurt, banana, sports drink, bagels, toast and energy bars. Get in 300-500 calories about 2 hours before the start. Remember you won't be eating once the race starts for 12-40 minutes while in the water.

What do I eat DURING the race?

Remember the first rule of race day nutrition - don't try something new! If your triathlon is going to take you over 1 hour then you will need to take in some calories on the bike. Sports drinks taken on the bike are the easiest way to go. For every hour of exercise over 1 hour you need 30-60 grams of Carbohydrates(CHO). For example a sport gel is about 20-23 grams of CHO and a small water bottle of sports drink contains about 34 CHO in 16 fluid ounces. Most athletes are able to tolerate a CHO food over food with lots of fat or protein (which are harder to digest while working out hard). The key with food is to try it in training to see if it works for you. Many athletes are different on which products work well for them. Try this in training to give you better training sessions and learn what will work on race day! Avoid running out of fuel (the bonk) on your race day!

What if I can't find my bike after the swim?

Before the race, after you have set up your transition area, it is time to get familiar with the transition area. This is why it is so important to arrive early to the race. Find where you will exit the swim and run to your transition area. Count the number of racks to yours or find a landmark.

Don't choose someone else's bike or gear though, as it may be gone when you get there. Now find where the bike leaves the transition area. Then find where the bike comes back to the transition area. Many times this is not the same place as where you left for the bike ride. Again count the racks or use landmarks to find your transition spot. Remember your bike will be with you, not on the rack, for an easy landmark. Then find where you will leave the transition to start the run. In doing this you even get in a 5-10 minute jog to warm up for the race!

How do I lay out my transition area?

Rack your bike either by the seat or handlebars with a water bottle containing a sports drink (see what to eat during above).

Then layout the following on a towel:

run shoes with elastic laces (easy to get on)

socks (optional)

run hat

run shirt (optional)

bike shoes

helmet

sunglasses

gloves (optional)

race number on race belt (wear for bike and run)

cycling/run clothes (I recommend wearing your cycling clothes under your wetsuit -see above)

On you for the swim start:

timing chip on ankle strap (most races are doing this now to get accurate split and transition times)

swim suit or cycling clothes

wetsuit

goggles

swim cap (most races provide)

heart rate monitor or watch

Other things needed for race morning:

body glide to wear under wetsuit

- cuts down on chafing and

easier to get out of

sunscreen

scissors

tape - put bike race number on with

dry clothes for after the race



Stacia is an accomplished Ironman Triathlete, a certified coach, and mother of two

Make sure to sign-up for one of Stacia's cycling clinics May 10th and June 14th Sign-up and information at www.rodcycle.com

Where should I line up for the swim start?

For most athletes in their first triathlon, it's best to line up on the outside of the course and at the back of your wave start. If you line up too close to the front and on the buoy line - then everyone will come your way during the swim. If you have not swam in a pack on the open water this can be an uncomfortable experience.

Can I draft on the bike?

NO! This is a time trial. The draft rule is 3 bike lengths from you to the next bike. Stay to the right side of the road and only move to the left side of the lane to pass other cyclists. Then move back to the right to allow faster cyclists to move past safely and quickly.

Hope this answers many of your questions and gets you excited to give it a TRI this summer!!

Stacia

Hey Ladies...

Rodriguez Stellar Bicycles

From \$999

Made specifically to fit Women. Fitness, Touring, and Race/Triathlon models

Available only at:

R+E Cycles

5627 University Way NE

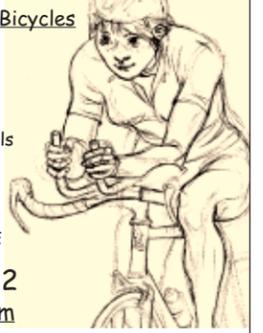
Seattle, WA 98105

206-527-4822

www.rodcycle.com



RODRIGUEZ



Stacia's Training Plan for Beginners Only \$25

This pre-written, 12-week training plan will help you:

- Structure your workouts with adequate rest
- Perform better with less effort
- Make your first Triathlon a positive experience!

It's written with the new triathlete in mind and it's only available from R+E Cycles.

Stacia's Training Plan for Intermediate Athletes Only \$30

This pre-written, 12-week training plan will help you:

- Structure your workouts with adequate rest
- Perform better with less effort
- Make your next Triathlon a better performance!

It's written with the intermediate triathlete in mind and it's only available from R+E Cycles.

Single Minded?

This morning I was talking with one of our baristas, Carolyn, about her fit on her single speed bike. When I looked out the window at the bike rack, I noticed that almost every bike in the rack at the moment (about 5) was some kind of single speed. While we were talking, a customer came in and asked "what's the deal with the bikes with no gears?" I decided an article was in order.

What?

A single speed bike is simply a bike with one gear but comes in many forms.

- A track racing bike (for the purist)
- An old road frame that has been built up with only one gear (for the scavenger)
- A single speed mountain bike (for the masochist)

Some single speeds have a freewheel that allow you to coast, and some have a fixed gear (fixie) that allows no coasting (this is the way that a track bike is built).

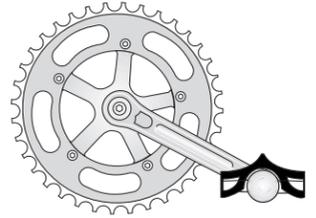
Why?

For fun. The single speed bike is an addition to most people's biking experience. There is very little maintenance. The bikes run very quiet, and they are light weight without all of those gears. Some people like them to help improve their cadence (fixies). I've got one customer that has bought several bikes from us over the last couple of decades, but he says that his single speed is his choice when he wants a 'bounce around town' fun bike. Single speeds also appeal to that minimalistic side in all of us.

Where?

Here at R+E Cycles, of course. We carry the KHS Track bike that is perfectly suited (with some modifications) for single speed or fixed gear riding. This is one of the most popular entry level bikes used for this purpose. The great thing about this bike is that it is set up to accept fenders, a rear rack and a front hand brake. These are great to have if you intend to ride the bike on the road, but most stock track bikes don't have these features built-in. With the modifications that we do to the KHS this bike sells for just \$799.

Another option that we have been doing a lot of is building a custom Rodriguez single speed. Prices range from \$1500 to as much as you want to spend. Obviously when we build a custom we can tailor every aspect of the bike to your personality and intended usage. Most of the staff here rides and owns some form of single speed, and we'd happy to answer questions or set something up for you to try.



What were you wearing under there?

"Under where" you say? Probably not the right underwear for cycling though. Craft makes the best undergarments for cycling on a cold morning. They have a wind proof front and all the perspiration wicking qualities that you want for cycling. Use this coupon to get a Craft Pro layer undershirt for just \$30 (while they last). Reg. \$55



Save \$25!!

No cash value. Limited to stock on hand. Coupon expires May 29th 2005

Think Out Of The Box!

If you think you have to swerve around wildly to retrieve a snack from the bag mounted under your seat, THINK AGAIN! With the Bento box, you can put your snacks right up front. Reg. \$20



Sale \$17.99

No cash value. Limited to stock on hand. Coupon expires May 29th 2005

Chafing Anyone?

Well, we've got your solution. Bodyglide works great for getting in and out of wetsuits as well as antichafing. Just apply to the affected area and voila', no more chafing. reg. \$4



With coupon just \$3.29

No cash value. Limited to stock on hand. Coupon expires May 29th 2005

Is your old helmet kind of...old?

Well we're going to give you an opportunity that would be hard for Ebenezer Scrooge to pass up. We'll give you \$5 for that old helmet when you trade it in towards any helmet that we have in stock. Prices range from \$45 to \$150.

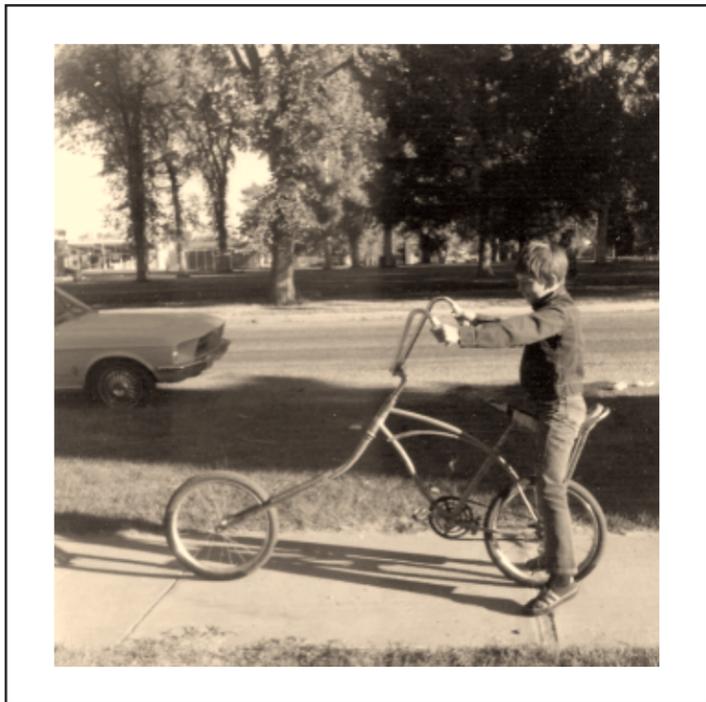


Helmet Trade-In

Limited to stock on hand

No cash value. Limited to stock on hand. Coupon expires May 29th 2005

Dan's First Custom Bike



People often ask me "how long have you been in the bicycle business?". I tell them "as long as I can remember". My mom found this picture as she was going through her old photographs and thought I might like it.

This is a picture of me on my first custom bike. For weeks, I saved up money by collecting beer cans out of dumpsters. I used the money to buy this rusty JC Penny bike from a friend's brother (I think it may have been for \$5). Then I did what I always did from then on with a recently acquired bike. I tore it apart and fixed it up into what I wanted it to be.

This particular modification was done in my grandfather's work shop. It consisted of a couple of iron pipes that I cut to length, smashed flat, and hammered onto the fork blades. When my grandfather walked in and saw what I was making, one might think he would have scolded me for ruining a perfectly good bike. Instead, he broke out the welder and welded the iron pipes in place for me. Then we went down to Western Auto, and he bought me a can of metallic blue spray paint to finish it off with.

Thanks Grandpa

A Stellar Special for Stellar Owners!

This month I wanted to highlight the cool handle bar bags from Detours. These small to mid size handle bar bags 'click' onto your handlebars easily, and 'click' back off just as easily. They carry on your shoulder just like a purse, they look great, and even have pockets inside for credit cards, change, etc... They come standard with a waterproof zipper, and a waterproof cover for riding in heavy rain (sometimes it rains around here).

They are like a super purse that will mount on your handle-bars, and you'll find them at.....where else but R+E Cycles.



The Metro:

Up front basics in a wickedly fun wrapper. Small footprint keeps your flight deck uncluttered, and your STI shifters swingin'. Main compartment holds your essentials. Front organizer pocket. Slim-profile KlickFix attachment. Shoulder strap. H2O proof zipper. Reflective piping and patch. Volume-150 cubic inches

The Shuttle:

More cargo space for your daily shuttle, but still small enough to slip between STI/Ergo shifters. Huge wide-mouth opening. Inside and outside organizers. Detachable clearview map holder. Shoulder strap. H2O proof zipper. Reflective piping and patch. Raincover included. Volume-200 cubic inch

The Stellar Special

If you own a Stellar (or a Rodriguez) you can pick one of these up for a 25% discount this month only. (While supplies last). See the coupon on this page.

Now just the girls!

Remember last year when we did Rodriguez jerseys again? Well, we blew through them except for a box of women's sizes that we found in the basement. So now's your chance to get a really great price on a really great looking jersey. Reg. \$60



With Coupon \$25

Limited to stock on hand

No cash value. Limited to stock on hand. Coupon expires May 29th 2005

A Stellar Special

Use this coupon to save 25% on the Detours Metro or Shuttle handle bar bags

SAVE 25%



No cash value. Limited to stock on hand. Coupon expires May 29th 2005

In A Hurry?

Then you certainly don't want to waste your time trying to unbuckle straps and fight with velcro just to get your seat bag off your bike. The Detours Bob Tail is probably the best quality seat wedge that I've seen. It's a good size, expandable, has waterproof zippers, and uses a one button release system that you'll just have to see to believe. Reg. \$40



With Coupon \$32.99

Limited to stock on hand

No cash value. Limited to stock on hand. Coupon expires May 29th 2005

Scott's Favortie Lock

About 10 years ago I had a favorite lock, but it was discontinued. Well, this year Scott found that same lock and it turns out it was also his favorite lock. Now I see that most of the staff likes it as well. There must be something to it. The Rotweiler lock is about as secure a lock as you can get. The convenience of a cable, and the security of a U-lock. Reg. \$35

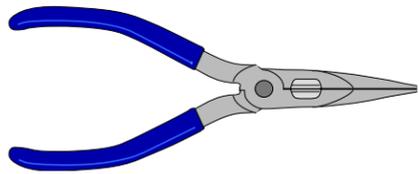


With Coupon \$29.99

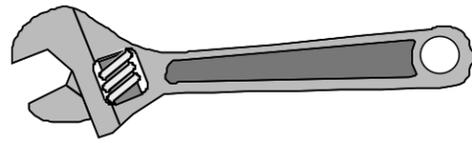
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From The Repair Bench



Seattle Bike Repair
206.527.0360



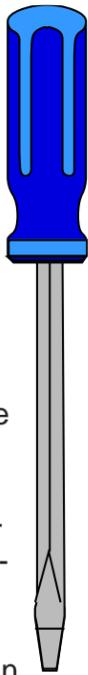
How Much is a Tune-Up

How much is a Tune-up? This time of year, we hear that question several times a day. Shopping 'tune-ups' on the phone is common practice in the bike industry. A question arises though, when one shop has a 'tune-up' for \$50 and another shop has a 'tune-up' for \$150, yet another shop has a 'tune-up' for \$100. Are these 'tune-ups' the same service at the different shops? Absolutely not. You see, 'tune-up' is a very nonspecific term. The prices vary so much because the shops' version of a 'tune-up' varies.

Professional bike shops calculate their rates on a 'tune-up' by determining how much time they will spend working on your bicycle. Shops in our area bill out labor at \$50-\$60 per hour. So, a \$50 'tune-up' will include a professional mechanic working on your bike for about an hour. That's about enough time to tighten the cables, wave a rag over the bike, perform a basic check of the bearing adjustments and fill out the paperwork. If your bike needs more work than that, it will cost more than \$50. A more expensive 'tune-up' will be more thorough, and less rushed. This is truly an area of our industry where you 'get what you pay for'.

I think the better question is: How much of a tune-up does my bike need?" The answer to this question is very difficult to determine without seeing the bike. (If you know of a person who can accurately determine the answer to this question over the phone, I would love to hire them).

My recommendation is to take your bike to a shop that you trust, and have them look it over. In our shop, we will look over your bike, and give you a free estimate of the cost before we perform any work. If your bike needs one of our complete service packages, that's what we'll do. Otherwise, we can recommend the work that your bike needs and that's what we'll do and charge you for. **See you on the road!**



SEASONAL SERVICE

INITIAL EVALUATION
TRUING, ROUNDING, TENSIONING & DISHING OF BOTH WHEELS
INSTALLING NEW TUBES AND/OR TIRES*
FRONT & REAR HUB ADJUSTMENT
HEADSET ADJUSTMENT
BOTTOM BRACKET ADJUSTMENT (BOTH CUPS)
COMPLETE DRIVETRAIN CLEANING
INSTALLING A NEW CHAIN*
INSTALLING A NEW COGSET*
INSTALLING NEW CHAINRINGS*
INSTALLING NEW DERAILLEUR PULLEYS*
COMPLETE FRONT & REAR BRAKE ADJUSTMENT
COMPLETE FRONT & REAR DERAILLEUR ADJUSTMENT
INSTALLING NEW BRAKE CABLES & HOUSING**
INSTALLING NEW BRAKE PADS*
INSTALLING NEW DERAILLEUR CABLES & HOUSING**
LUBRICATING ALL BRAKE & DERAILLEUR PIVOT POINTS
BASIC FRAME ALIGNMENT CHECK & RECOMMENDATIONS
FRONT & REAR DROPOUT ALIGNMENT
THOROUGH CLEANING***
CHECKING & TORQUING ALL NUTS & BOLTS
ALL FOR \$139.99

TANDEM FOR \$199.99

*IF REQUESTED, PARTS ARE ADDITIONAL
**IF REQUESTED, COMPLETE CABLE & HOUSING RUNS \$20-\$25 FOR MOST BIKES (RETAPE EXTRA IF NEEDED)
***MUD WRESTLING CHARGES MAY APPLY

SEASONAL OVERHAUL

INITIAL EVALUATION
TRUING, ROUNDING, TENSIONING & DISHING OF BOTH WHEELS
INSTALLING NEW TUBES AND/OR TIRES*
NEW BEARINGS & GREASE IN FRONT & REAR HUBS
NEW BEARINGS & GREASE IN HEADSET
NEW BEARINGS & GREASE IN BOTTOM BRACKET
COMPLETE DRIVETRAIN CLEANING
INSTALLING A NEW CHAIN*
INSTALLING A NEW COGSET*
INSTALLING NEW CHAINRINGS*
INSTALLING NEW DERAILLEUR PULLEYS*
COMPLETE FRONT & REAR BRAKE ADJUSTMENT
COMPLETE FRONT & REAR DERAILLEUR ADJUSTMENT
INSTALLING NEW BRAKE CABLES & HOUSING**
INSTALLING NEW BRAKE PADS*
INSTALLING NEW DERAILLEUR CABLES & HOUSING**
LUBRICATING ALL BRAKE & DERAILLEUR PIVOT POINTS
BASIC FRAME ALIGNMENT CHECK & RECOMMENDATIONS
FRONT & REAR DROPOUT ALIGNMENT
THOROUGH CLEANING***
CHECKING & TORQUING ALL NUTS & BOLTS
ALL FOR \$199.99

TANDEM FOR \$299.99

PRICE INCLUDES BEARINGS & GREASE
*IF REQUESTED, PARTS ARE ADDITIONAL
**IF REQUESTED, COMPLETE CABLE & HOUSING RUNS \$20-\$25 FOR MOST BIKES (RETAPE EXTRA IF NEEDED)
***MUD WRESTLING CHARGES MAY APPLY

Make Mine a Double!



Bring your bike in for our **FREE** evaluation, and we'll set you up with any gourmet coffee drink you'd like for **FREE**.
FREE is a very good price.

Free espresso drink

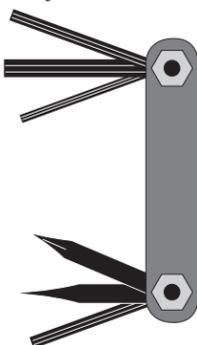
Limited to first 40 customers

No cash value. Limited to stock on hand. Coupon expires May 29th 2005

The right tool for the job

Use this coupon to get a folding tool with just about everything you'll need for an 'on the road' repair and save \$4 in the process.

Sale Just \$5.99

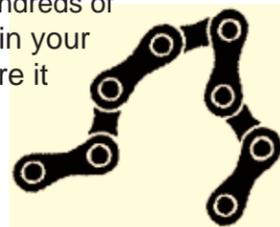


No cash value. Limited to stock on hand. Coupon expires May 29th 2005

Breaking the Chains

If you've been reading my service articles, then you know that a bicycle chain is only good for 1500 miles or so. Left unchecked, a stretched chain will ruin hundreds of dollars worth of parts on your bike. Bring in your bike and this coupon, and we'll measure it for stretch and lube it for **FREE**.

FREE chain check



No cash value. Limited to stock on hand. Coupon expires May 29th 2005

Why change what's working?

Triflo has been a standard in the industry for decades now. Many companies have tried to invent something better, but they've all come and gone. Triflo remains the best for the Northwest weather conditions.

2oz reg. \$4

With Coupon Just 3.29



No cash value. Limited to stock on hand. Coupon expires May 29th 2005



Like to know more about fixing your own bike? Try one of our Repair Classes

This summer at Seattle Bike Repair, we are going to offer the Roadside Repair class throughout the season. There will be a general class as well as a Roadside Repair for Women class. The times and dates are listed below. Be sure to call to sign-up. 206.527.0360 We will also offer private classes, tailored to the subject that you would like.

Road Side Repair \$45

This one-evening, 2-3 hour class covers the basics of repairing your bike on the road. We will cover most of the basic repairs that strand people along the road. Learn how to:

- Fix a flat tire
- Fix a broken chain
- Make a minor adjustment to your shifting & brakes
- Know what tools and parts to carry with you on your bike

Group classes (minimum 3 people, maximum 8)

Roadside Repair for women with Rachel:

Bring your bike, and learn in an all women's environment. Call 206.527.0360 to register

Thursday May 12th 9am-11am
Friday May 27th 6:30pm-8:30pm
Thursday June 2nd 9am-11am
Sunday June 12th 12pm-2pm
Tuesday June 21st 6:30pm-8:30pm
Thursday July 7th 9am-11am
Tuesday July 19th 9am-11am
Friday July 29th 6:30pm-8:30pm
Tuesday August 9th 9am-11am
Sunday August 21st 12pm-2pm
Thursday August 25th 6:30pm-8:30pm

Roadside Repair for anyone with Cory:

Call 206.527.0360 to register
Every other Wednesday
Wednesday May 18th 6:30-8:30pm
Wednesday June 1st 6:30-8:30pm
Wednesday June 15th 6:30-8:30pm
Wednesday June 9th 6:30-8:30pm
Wednesday July 13th 6:30-8:30pm
Wednesday July 27th 6:30-8:30pm



Rachel is in charge of the R+E Cycles assembly dept..



Cory is a professional mechanic at R+E Cycles, and an all around great guy....or so he claims

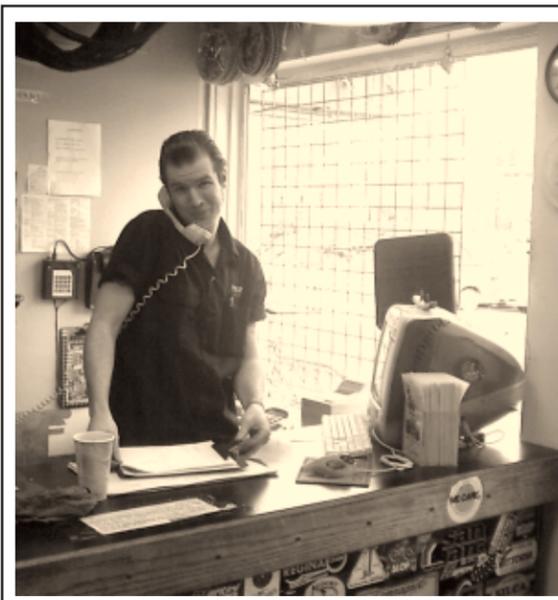
NEW!

Private Classes

got an Idea for a class that you'd like to take? Got some friends or co-workers that you would like to set up a bicycle repair class with. Just let John know and he'll work out the details with you. At R+E Cycles, we can put together a custom class for you.

Private classes available by appointment through John (This includes tune-up and higher end specific topics to be scheduled with John.)

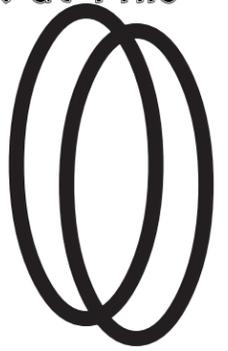
John runs the front of Seattle Bike Repair. He's a very personable guy, and is a fantastic mechanic.



www.rodcycle.com

Stellar Owners Look at This

If you've got a Stellar and you want a fairly wide tire that is super durable, then the Vittoria Courier is for you. We've sold this tire for several years, and people love them for commuting or touring on their Stellars. Now they are discontinued, so we're closing them out to make way for a new Serfas tire. Reg. \$25



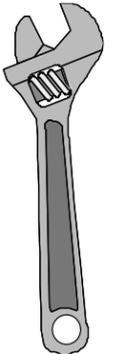
Closeout 17.99

Hurry, limited supply

No cash value. Limited to stock on hand. Coupon expires May 29th 2005

Have Some Class!

And when you get some, we'll give you a discount on tools in the shop. Sign-up for any one of the classes listed on the left of this page, and we'll give you a 10% discount on any tools that we have in stock.



10% OFF TOOLS

with class registration

No cash value. Limited to stock on hand. Coupon expires May 29th 2005

It's an Inversion!

Continental Town and Country tires have an inverted tread. This means that they will ride smooth on the road, but still have traction when you're riding off road. They fit on all 26" mountain bike wheels. Reg. \$40



Sale \$24.99

Hurry, limited supply

No cash value. Limited to stock on hand. Coupon expires May 29th 2005

Time to Retire!

Serfas tires have quickly become our favorite brand. They ride smooth, they are puncture resistant, and they are priced very reasonably. Use this coupon to save the \$20 installation fee when you buy 2 of any Serfas tire that we have in stock.

FREE installation

\$20 value

No cash value. Limited to stock on hand. Coupon expires May 29th 2005

What Were We Thinking?

It seemed reasonable enough, heart rate monitors.....bicycle riding....guess not. After several valiant tries, we've decided that it would be easier to sell coffee and pastries, and a lot more fun too. We found one Polar F1 hidden in the repair shop that we'll sell for really cheap.



Reg. \$80

\$35

No cash value. Limited to stock on hand. Coupon expires May 29th 2005

Seattle Bike Repair

5627 University Way NE

Seattle

206.527.0360



Three Great Ways to Double Your Fun!

Tandem season is around the corner (though it seemed like it never ended this year) so I thought now would be a great time to remind you of the tandems that we are stocking this season. Yes, we actually have tandems in stock this season.

KHS Tandemania Comp



\$1,299

The KHS Tandemania Comp is a great entry level tandem. This tandem works great for the couple who wants to bounce around town with the kids or even do some light touring. The price is great for the quality.

KHS Tandemania Comp

- * Sram Attack 8.0 Shifters
- * Adjustable Alloy Stoker Stem
- * Rear Suspension Post
- * Burgundy, Black/Cabernet

Beginners

Call ahead and schedule a private tandem lesson with us for just \$50. If you like it, and you would like to buy a tandem, we'll put the \$50 towards your bike.

206.527.4822

Comfort is the key to a good tandem. If the fit isn't perfect, it doesn't matter what the components are. Our Rodriguez tandems focus on the comfort of both riders. We strive to achieve the perfect fit for each of you and the proper level of "cush" depending on your needs. Our Stainless steel bottle opener brazed to the seat stay doesn't hurt the 'cool' factor either.

30 years of designing, building and riding tandems has given us a broad range of experiences which enables us to create the perfect tandem for you. When you take a personalized test ride with us, you'll see why RODRIGUEZ tandems are the best!!



Rodriguez Test Pilot



\$2,599

Test Pilot Specs

Frame/Fork	Cro-mo butted
Bottle Opener	Rodriguez Stainless
Brakes	Alloy Cantilever
Shift levers	Shimano Bar-end
Cranks	Sugino w/Alloy rings
Wheels	3-year warranty
Front Derailleur	Shimano Sora
Rear Derailleur	Shimano Triple
Bottom Brackets	Shimano sealed
Hubs	Phil Wood/Shimano
Head set	FSA Alloy
Paint	Black
Seats	Sefas Gel

Rodriguez Toucan



\$3,499

Toucan Specs

Frame/Fork	Cro-mo butted
Bottle Opener	Rodriguez Stainless
Brakes	Alloy Cantilever
Ergo levers	Campagnolo Veloce
Cranks	Rodriguez Tandem
Wheels	3-year warranty
Front Derailleur	Shimano Sora
Rear Derailleur	Campagnolo Veloce
Bottom Brackets	Phil Wood sealed
Hubs	Phil Wood Tandem
Head set	FSA Alloy
Paint	2-tone
Seats	Cosmos/Curva



Flat Broke?

Inner Tubes
3 for \$10

Reg. \$5 each



No cash value. Limited to stock on hand. Coupon expires May 29th 2005

Got Kids Who Swim?

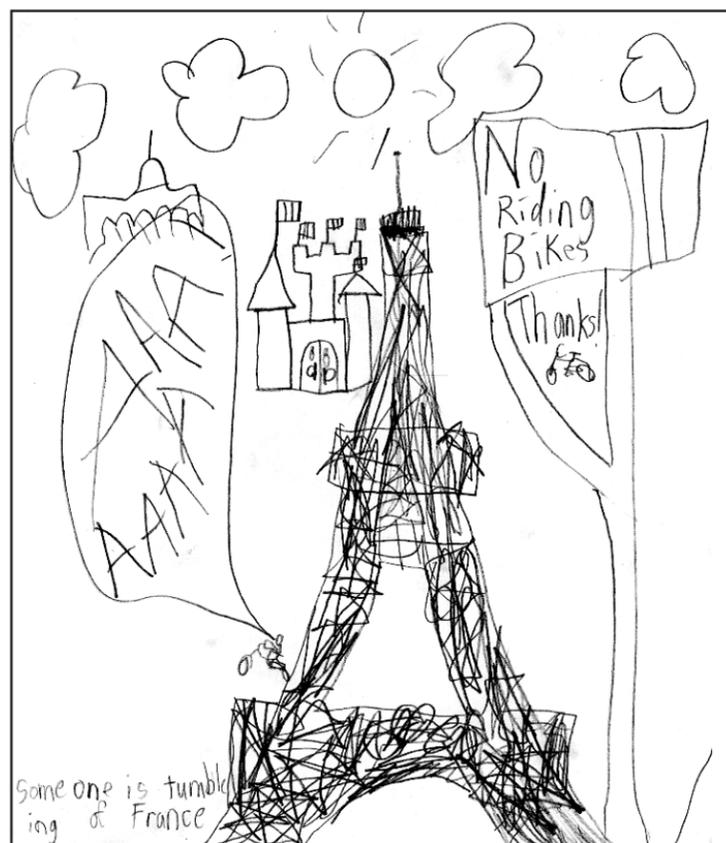
In the last newsletter we ran a coupon for swim goggles for \$10. We sold through the adult sizes, but we still have some of the kids' sizes left. They are just like the adult size but a little smaller. Lot's of women actually wear the kid size.

Reg. \$20



With Coupon \$8

No cash value. Limited to stock on hand. Coupon expires May 29th 2005



Someone is tumbling off of France

'Someone is tumbling off of France'
Apparently one of the Tour riders forgot to read the sign warning him not to ride on the Eiffel Tower.

By Nicholas (Age 6)