

"We are all faced with a series of great opportunities brilliantly disguised as impossible situations."  
-- Charles R. Swindoll



5627 University Way NE • Seattle • 206.527.4822 • [www.rodcycle.com](http://www.rodcycle.com)

**R+E CYCLES NEWS • THE NEWSLETTER OF CYCLING VALUES! JULY-AUGUST 2008**

## What's Hot?

Certainly not the weather! No problem though, we've been busy here at R+E Cycles anyway. What's hot? One thing that's hot here this season is our new Rodriguez Rainier bicycle. The Rainier has really become a great seller for us. The Rainier is our high performance road bike that comes with full fenders installed. In other words, it's the perfect bike for the 'summer' we're having.



The second thing that's really been cookin' this season has been tandems. There are tandem years, and there are 'non-tandem' years, but 2008 has proven to be a year of the tandem. Not only tandems, but triples too. We've built 4 triples so far this year and even one quint! That's right! A bicycle built for five. Not only is it built for five, but it converts to four, three or two. That's an amazing accomplishment that Dennis was able to pull off.



As usual, the S3 bikes continue to move very well, and we are seeing a few time-trial bikes this year as well. Rohloff equipped travel bikes have become almost a daily discussion over e-mail, and we've even sold a few of them this year. A Rohloff hub is a 14 speed internal gear hub. If you don't know what a Rohloff hub is, just stop by the shop and we'll tell you about them. We have 2 employees that ride them on their personal bikes, and we've been selling 2 or 3 each year for the last few seasons.



So, even though the weather hasn't been that hot this summer, cycling has been sensational. Stop by for a visit, and happy 2008 cycling to you!

## Just Your Size!

The pains of poor fit remain long after the sweetness of low price fades away.

Would you buy a pair of shoes that didn't fit because they were cheaper than the ones that did? People do this all the time in bicycles.

Just like a pair of shoes that's too small, a bicycle that doesn't fit comfortably is a bike that doesn't get ridden. A bicycle that doesn't get ridden is a sad bicycle :-(. Here at R+E Cycles, we're here to help prevent the creation of sad bicycles.

Rodriguez bicycles are offered in 15 production sizes in addition to our custom offerings. That's more than any other production bicycle. As we developed our NEXT-fit™ software, we came to the realization that we could fit 90-95% of our customers in 15 production sizes. With our NEXT-fit™ adjustable bicycle, you'll get to try the fit before you buy it as well. If a rider doesn't fit one of our 15 sizes, \$200 is all it takes for us to build a custom bike. You might be surprised to learn that even if your bike has to be made custom, it doesn't slow down delivery time.

### Fit is guaranteed:

Fit is the most important component in a bicycle, period. We guarantee fit on our bicycles. When you purchase a Rodriguez or Trillium bicycle from us, we continue to work with you on fitting for as long as you need us to. With some companies, the bike is the product, and once you've received it, the relationship ends. At R+E Cycles, we see the delivery of your bike as the beginning of that relationship. We encourage you to give us feedback, and hope that you will work with us further to 'dial in' your fit. Fitting is a very personal thing, and once in a while we work with a customer over the course of years to get things perfect.

### Anecdotal Evidence:

Recently, I had my yearly meeting with one of our major parts suppliers. He told me a story that I thought was very telling.

During Jim's meeting with another custom bike maker

**cont. on page 6...**

## HOURS

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



**R+E Cycles**  
5627 University Way NE  
Seattle, WA, 98105  
206-527-4822  
fax 206-527-8931  
email [Sales@rodcycle.com](mailto:Sales@rodcycle.com)

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

## Comfort by the Foot!

We're selling comfort by the foot! Superfeet insoles will give any pair of shoes that you own a new life. I wear them in my work boots, my cycling shoes, and if I could, I'd glue a pair to the bottom of my feet when I walk around barefoot. Use this coupon to save \$3 on any pair we have in stock. Reg. \$35. With coupon just \$31.99



**With Coupon**  
**Just \$31.99**

*Offer good with coupon only. No cash value. Limited to stock on hand. Expires 8/30/2008*

## The Return of The Best!

If you've been around as long as I have, you remember the famed Mathauser brake pads. Well, we're pleased to announce their return to Seattle Bike Repair. If you want your brakes to work better than they ever have, use this coupon to save \$4 on a pair of Mathauser Brake Pads. Reg. \$15 per pair. With coupon, just \$11 per pair.



**SAVE \$4**

*Offer good with coupon only. No cash value. Limited to stock on hand. Expires 8/30/2008*

## In The Bag!

The Topeak MTX Trunk rack is the killer commuting item of the season! It's more than just the slickest rack trunk you've ever seen. It's also a small pair of panniers that drop out when you need them, and it releases from your rack with just the push of a button. No more muddy Velcro straps, or wet shoes on top of your work clothes.



Come on by and check one out! Use this coupon to save \$15 when you purchase the Topeak MTX DX rack trunk (reg. \$90) and a Topeak rack (reg. \$30) at the same time.

**SAVE \$15**

*Offer good with coupon only. No cash value. Limited to stock on hand. Expires 8/30/2008*

PRSRST STD  
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Permit No. 1578

# 650 Tire Heaven

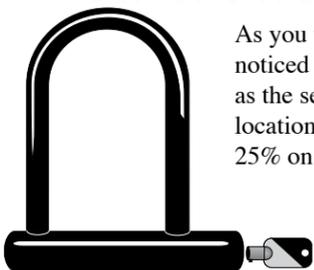
It's still happening. Just last week 2 women came into the repair shop with 650 wheel bikes and needed tires. One had been sent to to our shop by the shop that sold her the bicycle, and the other had been told it would take them 3 weeks to order 650 tires. I found that strange since there are several distributors in South Seattle that can have them to our store overnight. So, you keep sending them our way, and we'll keep taking care of them. Here's the list of 650 tires in stock right now, just in case you want to recommend a tire to them.



## Thanks for sending the customers to us

Brand/Model	Features	Size	Uses	Price
Serfas Urbana	Puncture Resistant Belt	650X28	Commuting/Sport Riding/All Purpose	\$24.99
Seca Tri	Folding, Kevlar Beaded	650X23	Triathlon/Sport Riding/Commuting	\$34.99
Schwalbe Stelvio	Folding Dual Compound	650X23	Race/Sport/Light Commuting	\$54.99
Vredestein Fortezza	Folding 175psi	650X23	High Performance Racing	\$54.99
Hutchinson Fusion	Folding Dual Compound	650X23	High Performance Racing	\$59.99
Panaracer EVO2	Folding Ultima Tread	650X23	Racing/Light Commuting	\$59.99
Michelin Ironman	Folding Red Sidewall	650X23	Racing/Sport Riding/Commuting	\$59.99

### Locks around the Blocks



As you walk around your block, I'm sure you've noticed the flocks of Knox locks. They are appearing as the season kicks in and people own a lock for each location that they lock up. Use this coupon to save 25% on a Knox U-lock at R+E Cycles. Reg. \$25

**With Coupon Just \$18.88**  
**SAVE 25%**

*Offer limited to stock on hand. No cash value. Expires 8/30/2008*

### They're Back!

Re-introductory special! Pearl Izumi Shorts  
Reg. \$60

**With Coupon \$49**  
**Free Installation**  
**(just kidding)**



*Offer limited to stock on hand. No cash value. Expires 8/30/2008*

### Feelin' the Pinch?

We're all feeling the pinch of \$4.50 gas at the pump. But, you shouldn't be feeling the pinch on your @\$% from that old bike saddle. We've seen a number of people in the repair shop this season with bikes from their youth trying to 'get back into cycling'. It seems that 6 blocks to the grocery store is now a bicycle trip. If this is you, or a buddy, seats have come a long, long way since the 1970's, and your rear end will appreciate that technology. The WTB Speed V is the # 1 upgrade for that old garage bike. Reg. \$45



**With Coupon Just \$38.99**

*Offer limited to stock on hand. No cash value. Expires 8/30/2008*

### Flat Broke?

Then use this coupon to get everything you need to fix your flat tire for just \$19.99. Tools, and the bag to carry them in. You get a pump, patch kit, tire levers, and the seat bag Reg. \$25



**SAVE \$5**

*Offer limited to stock on hand. No cash value. Expires 8/30/2008*

### Summer Special!

Summer's here, so make sure you've got fenders for your bike. At least you can get the easy-on, easy-off fenders at R+E Cycles and save \$5 at the same time. Freddy Fenders reg. \$40 With Coupon just \$35



**SAVE \$5**

*Offer limited to stock on hand. No cash value. Expires 8/30/2008*

### Don't run me down, down

Even with gas at \$4.50 per gallon, you still have to make sure that drivers can see you. The Serfas TL-1000 tail light is so bright that they call it 'intense bright'. Use this coupon to save 15% on one. Hurry, supplies limited! Reg. \$30. With coupon just \$25.50



**SAVE 15%**

*Offer limited to stock on hand. No cash value. Expires 8/30/2008*

# We Have The Best Customers in the World!

Hey Dan,

After we weighed my 'custom' [Rodriguez] S3 Rainer yesterday, I just had to figure out how much it would weigh without accessories - the way most manufacturers make their weight claims. I'm not a weight weenie but I need some ammo to use against my friends who are always obsessing about how light their carbon frame bikes are! Here are my calculations (I used published manufacturer's specs for the weight of each accessory):

Weight with all accessories [R&E's digital scale] 21.6 lbs

'Removable' accessories

- Fenders 670 g
- Road Morph Pump 260 g
- Garmin GPS & Cadence Sensor 113 g
- Blinkie Light w/ batteries 35 g
- Ciusi Elite Bottle Cage (2 @ 76 g) 152 g

Less: Total accessories 1230 g / 2.7 lbs

Estimated weight without accessories 18.9 lbs

If I drop the fenders and blinkie; replace the pump with a mini pump; but keep the GPS and bottle cages it would still be just under 20 pounds. That's for a large frame equipped with 32 spoke 3-cross wheels, triple crank, pedals, and a bottle opener ;). I think that's pretty impressive, and probably less than many carbon frame racing bikes.

I wanted a durable and comfortable bike and I wasn't overly concerned about weight so I wasn't thinking of buying an S3 frame. Smiley convinced me to go with the S3 not because of weight, but because of improved performance characteristics. I noticed an improvement in my climbing as soon as I started riding my Rainer (good call Smiley). I got everything I wanted in a great riding steel frame that is still very light - more than light enough for my needs - that's a nice bonus.

After over 2,000 miles including commuting, a couple of centuries, a 200K brevet and a 300K brevet I can say with confidence that I made the right choice in purchasing my Rodriguez. It fits me perfectly; rides like a dream; and looks sharp, too.

Thanks to Smiley, Scott and the rest of the R&E team for taking the time to fit me properly (there is no doubt this is the reason I'm so happy with my Rainer and the way it rides); for helping me get the right model and components for my riding goals; and (last but not least) for making such a great bike!

Dan Jensen



Many more stories and photos in our on-line scrap book at

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

## The Legend Continues...

*Rodriguez*

*Campagnolo*



The Rodriguez Rainier continues to be our top selling bike since its introduction! The Rainier is a lightweight, high performance, hand-built sport bike that will easily fit fenders, a rear rack, and even comes with our exclusive stainless steel bottle opener. This bike is truly a Northwest bike. It's designed and built right here in Seattle by people who ride here in Seattle. It comes in all of our 15 production sizes as well as custom sizing for just \$200 extra. Of course, just like all of our bikes, your color options are limit-

less. The prices start at just \$2,799 for the full bike ready to ride complete with fenders. If you, or someone you know, are looking for a lightweight, comfortable, truly Northwest bike for riding to work, RAMROD or just day riding, call us today to set up a time to look at the Rainier. It's a MUST SEE!

Read more at [www.rodcycle.com](http://www.rodcycle.com)



# I Want a Small Bike with 700c Wheels

In the last few years, manufacturers have really been pushing 700c wheels even on smaller bikes. This has led some to assume that 700c wheels may be faster or better because they are bigger. As a result, I find myself explaining 700c vs. 650 wheels several times per month. After just completing a series of emails with a 5' tall woman who was unhappy with a 700c bike that she had purchased (not from us) I decided that it was time for a basic article on the subject. Sorry about the length, I've actually left out pages of detail to try and keep it short.

650 and 700c are both just as fast. I realize that obsessing on minutia can result in the realization that a 650 wheel has to turn a little faster than a 700c to go the same speed, and this results in more friction in the bearings. But, if we apply the same obsessive compulsive approach to the weight comparison, that small difference is easily negated by the fact that there is less tube, tire, spoke length and rim material to get turning in the first place. This results in less rotational weight. 650 wheels are not slower than 700c. For instance, if a larger wheel was faster, then why not return to the 27" wheel standard of the 1970's? This is a bigger wheel than a 700c, yet no company (or magazine for that matter) has embraced it as faster than a 700c.

## - Why would the industry push one wheel size?

The reason the industry wants to push 700c is that it's easier to spec bikes if all your bikes use the same size of wheel. When you slip a 650 in the mix for your smaller bike, for instance, now instead of 1,000 of the same 700c forks, you're ordering maybe 800, and then 200 of the 650 forks. This same thing holds true for rims, tubes, spokes, rim strips and tires. In effect, you've just raised your cost on the entire run of 1,000 bikes because you've lowered the numbers of individual 'SKU's' as they are called in mass production.

If a big bike company orders their bikes in 10,000 unit quantities for each model from a Taiwan or Chinese manufacturer, their costs could increase maybe 20%~25% if they started trying to offer the type of flexibility that a small company like us can give you. Building one bike at a time has its advantages.

As you can see, it would be much easier if we just did what they do, and pretend there are no other options for you. But, with our commitment to fitting our customers comfortably to their bikes, we really can't do that. Here's why:

## - Toe Overlap:

The reason for using a smaller wheel on a smaller bike is for good design. If your wheel hits your foot when you turn, this is called 'toe overlap' (see illustration below). The smaller a frame becomes, the closer the wheel gets to the rider's foot. A small amount (maybe 1cm or so) of 'toe overlap' can be common on modern bikes, but more than that can be quite a nuisance, especially if the rider wants to use fenders. A smaller wheel allows us to design a shorter reach frame with the proper head tube angle for good control while at the same time ensuring that the rider doesn't have too much (or any) toe overlap. Using a 700c wheel on a bike with an effective top tube of less than 53cm requires design gymnastics (or in some cases, cheating a little) to keep this from happening. Design gymnastics result in improperly fitted bikes, or bikes that handle poorly.

## - The days of yesteryear:

Years ago (1990 and before) we built lots of small bikes with 700c wheels. That's because, in the old days, before carbon forks were the norm, we had a much easier job as frame builders designing small bikes with 700c wheels. We could change the head tube angle to a 'slacker' degree to move the wheel out in front of the rider and then build the fork with more 'rake' to accommodate proper handling. The 'slacker' the head tube angle, the more 'rake' is required in the fork to maintain the appropriate 'trail' number. The added rake moved the wheel out even further. Carbon forks on the other hand, cannot be changed from their molded rake. Carbon fork manufacturers don't offer forks in rakes that would be required to accommodate really slack head tube angles. If we could custom make carbon forks, the way we used to make steel forks, then we could pull this off, and our jobs would be easier.

## - The things I've seen:

Smaller bikes with 700c wheels and modern carbon forks have been made by many manufacturers, and I've probably seen them all in the repair shop. The techniques used are many. Here's a list of the solutions I've seen:

## - Completely ignore proportions:

Some manufacturers don't even pretend. They simply make the small frames with a 54cm top tube, just like their bigger frames. So the reach to the handlebars for a 5' tall rider is the same as the 5' 8" rider.

Example of no 'toe overlap' on a small bike that uses 650c wheels



Example of 'toe overlap' on a small bike that uses 700c wheels



I actually appreciate this approach as it doesn't pretend to be something it's not. You'll get the proper stand-over height, but a shorter rider's reach to the bars will be a long trip.

#### - Sacrificed performance:

If the head tube angle is made very slack, say 69° or less, that will usually be enough to get the 700c wheel out of the way of the foot of most people who need a top tube of less than 53cm, even with a modern carbon fork. "Why not just do that?" you ask? Well, it gets really technical to explain, but 'trail' is the reason. In short, if a bike has a very slack head tube angle, but not enough rake in the fork, the steering is affected in a very negative way. I actually rode an expensive custom titanium bike made this way a few years back and was shocked at how poorly it handled. I wouldn't have been doing the 'look ma, no hands' trick unless it was followed by the 'look ma, no teeth' trick.

#### - Trickery:

Here's a tricky one. If a bike has a modern carbon fork, a 72° head tube angle, a top tube length of 51cm, no toe overlap, and 700c wheels, has the company found the magic formula? No. They have artificially shortened the top tube by making the seat tube angle really steep. What this means for the rider is that the seat will have to be pushed all the way back on the rails in order to get the knees in the right pedalling position (unless they like really sore knees). Once the seat is pushed back on the rails to accommodate for thigh length, the reach to the bars becomes the same as if the top tube were 54cm.

#### - Embrace toe-overlap:

Some manufacturers simply make the smaller proportion bikes with the same head and seat tube angles as they use on their bigger bikes. Then they just put on the big wheels and hope the rider is careful when they turn corners on the bike (see picture on page 4). This has been an option that I've had customers choose, but then return the bike after deciding they didn't like it. As I said before, some folks are fine with it, but for the top tube lengths of 52cm or less, I've rarely had a customer happy with an extreme amount of toe overlap. Remember, most manufacturers will not take the bike back for a refund.

#### - Use proportional wheels:

Here's an idea....why not go to the extra expense and use a little smaller wheel on the bikes that are smaller? This is the method that companies use when they are trying to provide the best fitting bikes without compromising safety or good performance. It costs a lot more for the manufacturer, and requires a commitment to, and understanding of their customer's needs.

We can't pretend that there's no difference, and again, we would love to return to the days of one size wheel for all the bikes, but the fact is that wouldn't be the best for our customers.

#### - We aim to please!

What ever your wishes, we're happy to build a bike for you. If you need a smaller bike, and you really want 700c wheels, we're happy to build that, we just want you to be able to make an educated decision before you spend the money. We make bikes like this several times each year. Most of these customers are willing to accept either toe overlap, or a steel fork to enable us to provide them with good design and no toe overlap.

Suffice to say, that there is a method to our madness!

-Dan

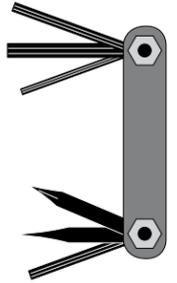


## The Right Stuff!

The 10-function multi-tool from Inline is just about everything you'll need for on the road repairs. Now you can use this coupon to save 30% on the little green tool while they last! Reg. \$15

**With Coupon Just \$9.99**

*Offer limited to stock on hand. No cash value. Expires 8/30/2008*



## Whip it Off!

With the Crank Brothers Speed Lever, you'll be able to whip that tire right off the rim and ease it back on again like a pro. The Speed Lever has an arm that extends out and used the axle as a pivot to aid in the awful job of changing a flat tire. Reg. \$10



**With Coupon Just \$8.99**

*Offer limited to stock on hand. No cash value. Expires 8/30/2008*

## Save \$148!

Use this coupon to save \$148 by avoiding a speeding ticket on your bike. "Tell me, how fast do you think you were going?" You can now answer that question accurately with a Sigma BC 506 bike computer, and we'll even install it for FREE. Reg. \$24.99 + \$20 installation. FREE Installation.



**Save \$20 now  
and \$148 later**

*Offer limited to stock on hand. No cash value. Expires 8/30/2008*

## Life on Mars?

We're spending billions to find out, but at R+E we already know that a Mars tail light is full of life! Our favorite commuting tail light is the Mars 2.0 from Blackburn. It bolts right on to your rear rack and there it remains. 2 different blinking patterns plus solid. Reg. \$20 With coupon just \$17.88



**JUST \$17.88**

*Offer limited to stock on hand. No cash value. Expires 8/30/2008*

## Greased Lightening!

Phil Wood grease is great for Seattle summers! It's waterproof and it comes in a handy little tube for easy use and storage. Use this coupon to save \$2 on a tube when you drop by Seattle Bike Repair. Reg. \$9 With coupon just \$7



**SAVE \$2**

*Offer limited to stock on hand. No cash value. Expires 8/30/2008*

...cont. from page 1

me a story that I thought was very telling.

During Jim's meeting with another custom bike maker (we'll call them Acme for this story) he asked the owner a question, "What do you do if a customer who purchased one of your bikes from a dealer doesn't think it's comfortable and they don't want it anymore?". "Nothing I suppose, that's really the dealer's issue, what should I do?" said the owner of Acme. Jim then said "R+E Cycles guarantees fit, and will even build the customer a new bike if they need to in order to make them comfortable." "That's crazy!" came the reply.

What 'Jim' said was true. Word of mouth is the main form of advertising that we rely on, and if our customers aren't happy, we work on it until we come up with a solution that works for them.

The owner of Acme is also correct, no matter who makes the bike, the dealer is the one that you have to trust is going to make it right for you.....it's just that in the case of R+E Cycles, the dealer and the manufacturer are the same place.



## Fit Services

NEXT-fit™ complete fitting solution \$200

(Does not include parts and installation charges)

This service is guaranteed to solve all of your riding comfort problems. With this service the rider makes an appointment then brings in their bike and riding clothes. We perform the full fitting service, then make adjustments to the bike. Up to 3 follow up appointments are included, if needed, at no extra charge.

To schedule an appointment call:  
206-527-4822



Fit = Comfort = Better Performance

### Are you a Sidi person?



We've might have your shoes. We still have a few Sidi shoes on closeout. Sizes are limited, but the savings are great!

**SALE 40% OFF**

While Supplies Last!

*Offer limited to stock on hand. No cash value. Expires 8/30/2008*

### Go with the flo!



We don't always recommend 'going with the flow', but when it comes to chain lube, Triflo is really the best product for our region. So c'mon, take our word for it and just 'go with the flo'. Reg. \$5

**SALE JUST \$3.99**

*Offer limited to stock on hand. No cash value. Expires 8/30/2008*

## Used and Fabulous!

If you want a sweet ride, and you don't mind saving some money at the same time, check out some of the used bikes we have in stock!

From time to time we have a few bikes in stock that are used. Some of them are sample bikes, some are trade-ins, and some are here on consignment. Most of them come with the same warranty as if they were new, and you can expect the same type of service from us as if you were purchasing a new bike.

**2004 Rodriguez SL Veloce** - (Sport/Race bike) Size 4S, excellent condition, beautiful Kameleon paint job, Speedplay X-1 pedals included - **Frame/Fork Warranty** - New price - \$2,900 - **Used Just \$1,700**

**2000 Rodriguez Sport Mirage** (Sport/Race bike) - Size 51cm - Good condition - **Frame Warranty** - Grey w/white panels - **Used just \$1,599**

**1992ish Rodriguez Full custom tandem** - Size Large - excellent condition - carbon fiber wheels - Campagnolo equipped - lots of extras - **Frame/fork Warranty** - New price - \$6,500 **Used just \$3,999**

**2006 Rodriguez Travel Tandem** - metallic green - Size Small - Like new condition - **Full Warranty** - New price - \$6,500 **Used just \$4,999**

**2004 Rodriguez Travel UTB Touring Sample Bike** - Black - Size Medium - New condition - **Full Warranty** - New price - \$3,200 **Used just \$2,399**

Used bike inventory changes quite often. Give Smiley a call at 206-527-4822 if you have questions on these used bikes, or to see if we have something in stock to fit you now.



### FREE Lube Job!

How many miles are on your chain? If you don't know, then maybe you should have it inspected and lubricated. Use this coupon to have us inspect and lubricate your chain for FREE. If you keep your chain in good shape, you'll save lots of money on cog and chain ring replacements down the road. It only takes a few minutes, and we can do it while you wait. No appt. necessary.

**FREE Chain inspection and lubrication.**

*No cash value. Expires 8/30/2008*



### A Big Ol' Dog...

...is movin' in! The Doberman cable lock from On-Guard has a resettable combo and locks your bike up right. It's much cheaper and easier than a real Doberman, and it won't bite your mail man. Reg. \$23

**With Coupon \$19.99**

*Offer limited to stock on hand. No cash value. Expires 8/30/2008*



# Retro-Grouch... or just good Planning?

**“Why don’t you guys use the new 10-speed shifters on your touring bikes?”**

That’s a great question that we get hundreds of times per year, it seems. Most companies think it’s because we’re Retro-Grouches (people who don’t like new technology). I don’t believe that is a fair characterization, so let me explain why.



The answer is that we **do** use the new 10-speed shifters where appropriate. I ride 10-speed shifting on my Record equipped S3 bike myself and love it. I recommend 10-speed quite often. On a lightweight racing bike, the situation is completely different than a touring bike, tandem, or commuting bike.

I don’t take a curmudgeonly approach to any new technology. Our choices are rooted in serving our customers’ needs over the long haul. We lose touring bike and tandem sales each year due to the fact that we don’t always jump on the newest technology, but I see that as a small price to pay for good customer service. Educating you, the rider, and letting you make the decision for yourself based on professional experience instead of an advertisement in a magazine creates a stronger relationship.

Would our lives be easier if we just put the new 10-speed shifting on all of our touring bikes like the rest of the world? Maybe at first. It costs much more money on our part to import 9-speed shifters direct from Italy. Sounds crazy, right? Read on....there is a method to our madness.

We have a unique product testing facility. You see, unlike almost every other manufacturer, our customers bring their bikes into our repair shop for service over the course of years. We get to experience first-hand the frustration of a customer when their new bike parts are not as durable as the parts on their old bike.

Our customers come to us because of our decades of experience in the bicycle world. They hold us to a standard, and we are proud of these things. I want to be clear, that we would be more than happy to build your new touring bike, commuting bike, or tandem with 10-speed shifting just like everyone else. We just want you to consider the facts first so you won’t be surprised, or feel let down.

## 9-speed vs. 10-speed

One great advantage to being a manufacturer who has a large customer base and a repair shop is the opportunity to see the durability of components first hand.

In the 9-speed vs. 10-speed arena, there are some important things you should know.

### Durability:

10-speed chains are very thin, as are the 10-speed cogs. This means that they don’t last near as long as a thicker chain and cogs. In cases of heavy commuting or touring we’ve seen many customers who get about 700 to 800 miles out of their chain and cogs. For some of those customers, that’s about 1 month of commuting. That’s 12 chains and 12 cog sets per year. For a customer riding across the United States, that’s 4 chains and 4 cog sets. When used on a tandem, the mileage decreases by about 30%.

By contrast, these same customers would be getting 1,200 to 1,500 miles on a 9-speed chain and cog set. Does this mean that an 8-speed chain and cog set would be even more durable? Yes, but 8-speed shifters are not available anymore, so 9-speed shifters are the new durability choice.

### Increased Cost:

A 9-speed chain sells for \$25. A 9-speed cog set sells from \$30 to \$60. By contrast a 10-speed chain costs \$50, and 10-speed cog sets are \$100 and up.

When you multiply the frequency of replacement by the cost of equipment, your maintenance costs are increased by 200%.

A 200% increase in maintenance costs are not the direction that most of our commuting and loaded touring customers want to go.

Some people have no problem with the increased costs or service. Rest assured we still build touring bikes with 10-speed shifting quite a bit. We just want to share why 9-speed shifters are standard on our touring bikes.

Thanks for reading. -Dan

# Our Tandems Brake!

That’s right! I think we may be the only bike shop actually making our own Tandem/Touring brake, and as a result....Our Bikes Brake!

If you have a tandem or touring bike and aren’t real thrilled with your V-brakes, do what hundreds of others are doing and upgrade to our new Trillium Big Squeeze brakes. The advantages are many!

Read all about them (believe me, I have a lot to say) on our website at [www.rodcycle.com](http://www.rodcycle.com)



**Big Squeeze brakes**  
**\$125**  
**per wheel**



*Trillium*

## Lighten Up

Super light carbon fiber bottle cages.

Reg. \$45

**Special Price Just**  
**\$37.99**



*Offer limited to stock on hand. No cash value. Expires 8/30/2008*

## Download the latest Patch

Update your tool kit with the latest patches. Aren’t you tired of dried up glue?.

Use this coupon to get a Park glueless

patch kit for just \$2.19 Reg. \$3

**With Coupon**  
**Just \$2.19**



*Offer limited to stock on hand. No cash value. Expires 8/30/2008*

## Coming or Going

The Planet bike blinky lights have been a standard item here at R+E for several years now. They come in red for rear light, or clear for front light. They mount easily, and the batteries last a long time. Use this coupon to get one for just \$11.99 (Reg. \$15). Come on in, and we’ll even help you put it on your bike.

**SAVE \$3**



*Offer limited to stock on hand. No cash value. Expires 8/30/2008*

# Gas Busters!

Does filling your car up at the pump make you GASp? Some people think that we only sell high-end bikes, but we have a few 'gas-busters' up our sleeves as well. Remember, whether you're purchasing a \$6,000 bike, or a \$600 bike, you're really purchasing a relationship with the shop you get it from. Why buy a bike, when you can buy a whole bike shop?



## KHS Urban X \$385

I have a great custom Rodriguez, but when I want to ride to the park with the kids, or the grocery store for a bag of chips, I like to ride something more along these lines. The KHS Urban X is the bike for riding in jeans and street shoes, while saving gas all the while. It comes with fenders and rack already installed. You can even lock it up with a cable on the front porch and still sleep at night too, because **it's only \$385!**

## Redline R740 \$650

Here's a great bike for that friend that says they'd go riding with you, or commute to work on a bike, but they can't afford to buy one. The Redline R740 is a very reasonably priced road bike that will accept full fenders and a rear rack. It comes with a triple crank and a carbon fork. **All for only \$650!**



## KHS Milano tandem \$1,600



### Double your Savings!

The KHS Milano tandem is the answer for the beginner tandem cyclists that want to ride tandem, but aren't sure they are ready to commit to a \$4,000 plus bike. This Milano is well spec'd, light-weight, and fun to ride. **It's only \$1,600.** So, if you have the urge to try a tandem for a season or two, or you've got some friends that might consider riding a tandem with you, here's a great starter bike!



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